

# NICA News

## 2022 Monthly Ad Insertion Order

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Bill to: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

**WHEN PROMOTING YOUR BUSINESS WITH NICA, YOU...**

- **REACH YOUR TARGETED AUDIENCE** through national exposure to key decision makers.
- **GAIN NAME RECOGNITION** via our publications, website, and sponsorships available at industry events.
- **RECEIVE A SUPERB VALUE** through quality marketing opportunities.

Insertion Order Rates valid through December 31, 2022



National Independent Concessionaires Association, Inc.  
"Together We Can!"

### Ad Rates per monthly insertion

- Center spread ..... \$1,750\*
- Inside front/back cover ..... \$1,000\*
- Full page ..... \$750\*
- 1/2 page ..... \$475
- 1/4 page ..... \$300
- 1/6 page ..... \$200
- Business card ..... \$135

### Premium Positions

\* Subject to availability. If interested, contact us at (813) 438-8926 or [graphics@nicainc.org](mailto:graphics@nicainc.org)

### Ad Sizes per monthly insertion

- Full Page ..... 7.5"w x 10"h\*
- Full (0.25" bleed) ..... 9"w x 11.5"h\*
- 1/2 page horizontal ..... 7.5"w x 5"h
- 1/2 page vertical ..... 3.75"w x 10"h
- 1/4 page ..... 3.75"w x 5"h
- 1/6 page ..... 7.5"w x 1.5"h
- Business card ..... 3.5"w x 2"h

Run a minimum of 6 ads with a signed Insertion Order in one calendar year and receive 1 complimentary ad of the same size. Complimentary ad not available in Membership Directory. Contact us for additional specials or opportunities.

### Run Dates

- January/February\*\*
- March\*\*
- April
- May
- June
- July
- August

Year(s): \_\_\_\_\_

- September
- October
- November\*\*
- December\*\*
- Membership Directory\*\*\*

### \*\* Convention Issues

\*\*\* Published in October. Directory pricing available upon request. Limited space is available so reserve your spot today!

### Ad Artwork Specifications

- 300 DPI, CMYK Color, Flattened
- Full page ads that fit the whole page must contain a 0.25" bleed.
- Formats accepted: .pdf, .png, .jpg, .jpeg, .tif, .tiff, .psd, .ai, .svg, .eps
- Digital Ad Artwork may be emailed directly to [communications@nicainc.org](mailto:communications@nicainc.org) or uploaded to our DropBox account.

### Insertion Order & Ad Artwork Deadline

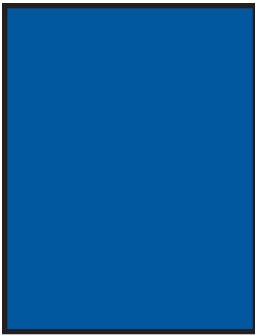
30 days prior to the month's issue you would like the advertisement to run. For example, the deadline will be March 1st for the April issue.

Signature \_\_\_\_\_

Date \_\_\_\_\_

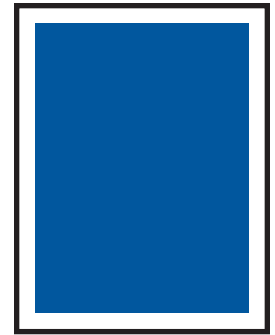
# Your Ad Will Look Great!

## Full Page

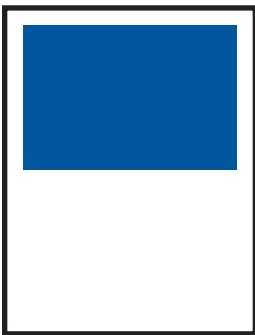


Full Page with  
0.25" Bleed: 9" x 11.5"

Full Page with  
No Bleed: 7.5" x 10"

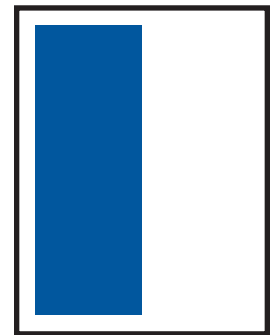


## Half Page

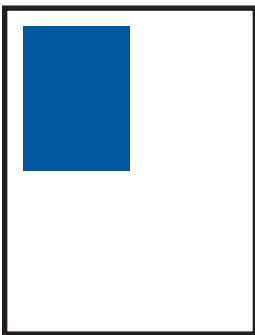


Horizontal: 7.5" x 5"

Vertical: 3.75" x 10"

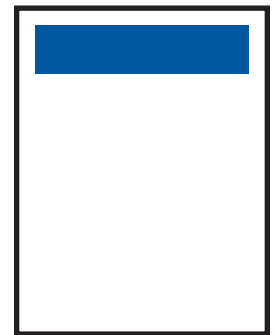


## Quarter Page



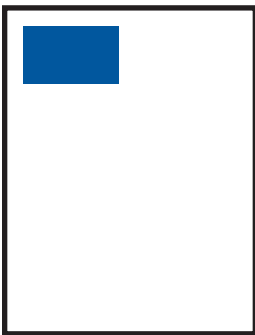
3.75" x 5"

## Sixth Page



7.5" x 1.5"

## Business Card



3.5" x 2"



NICA News is a publication published monthly by the **National Independent Concessionaires Association, Inc.** and contains personal interest stories, messages from the Board of Directors, information on current industry issues and concerns, photos, and advertising from many companies that support NICA's programs, philosophy, and events.



National Independent  
Concessionaires Association, Inc.  
*"Together We Can!"*