

NICA Now!

2022 Online 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!"

Banner Ad Rates per monthly insertion

- Front Page (Full): Top \$250*
- Front Page (Full): Middle \$225*
- Front Page (Full): Bottom \$200*
- Rest of Site (Full): Top \$200
- Rest of Site (Full): Middle \$175
- Rest of Site (Full): Bottom \$150
- All Pages (Full): Top \$425
- All Pages (Full): Middle \$375
- All Pages (Full): Bottom \$325
- Front Page (Half): Top \$200*
- Front Page (Half): Middle \$175*
- Front Page (Half): Bottom \$150*
- Rest of Site (Half): Top \$150
- Rest of Site (Half): Middle \$125
- Rest of Site (Half): Bottom \$100
- All Pages (Half): Top \$325
- All Pages (Half): Middle \$275
- All Pages (Half): Bottom \$225
- Email (Full) \$175*
- Email (Half) \$100*

Premium Positions

* Subject to availability.

Run Dates

- January
- February
- March
- April
- May
- June

Year(s): _____

- July
- August
- September
- October
- November
- December

Ad Sizes per monthly insertion

- Website: Full 1081px X 150px
- Website: Half 540px X 150px
- Email: Full 600px X 150px
- Email: Half 300px X 150px

Monthly Specials

- 3 Months: 10% Off • 6 Months: 15% Off
- 9 Months: 20% Off • 12 Months: 25% Off

Contact us for additional specials or opportunities.

Ad Artwork Specifications

- 72 DPI, RGB Color, Flattened
- Formats accepted: .pdf, .png, .jpg
- Digital Ad Artwork may be emailed directly to communications@nicainc.org

Order & Artwork Deadline

One week prior to your intended start date.

Signature _____

Date _____