

Advertising Order Form

Complete this form, pages 1 and 2, and submit to NAILBA

Mail NAILBA
11325 Random Hills Road, Suite 110
Fairfax, VA 22030
Fax 703.383.6942
E-mail shaning@nailba.org

QUESTIONS? 703.383.3068

Advertising Company Contact Information

Client/Advertiser Name _____
Address _____
City/State/Zip Code _____
Contact Name _____
Contact E-mail _____
Phone _____ Fax _____
Website _____

Advertising Agency Contact Information

If an advertising agency is involved in this order, the section below must be completed at the time the order is submitted.

Name _____
Address _____
City/State/Zip Code _____
Contact Name _____
Contact E-mail _____
Phone _____ Fax _____
Website _____

Payment Information

Advertiser agrees to pay the contract amount in full prior to the ad start date. Ad fee is non-refundable.

TOTAL AMOUNT DUE (from page 2 of form) \$ _____

Check Visa MasterCard American Express

Card Number _____

Exp. Date _____ Security Code _____

Name as it appears on card (Please print)

Signature _____

MAGAZINE TERMS

Advertisers can pay by either credit card or check. By submitting your credit card information, you agree that your credit card will be automatically charged on the date that ad materials are due for each contracted issue. Advertiser indemnifies NAILBA against losses or liabilities arising from this advertising. NAILBA assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser/or agency agrees to repay NAILBA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Ads may also appear in an online version of the publication(s). Advertisers and agencies are jointly responsible for payment of all ads. All discounts will be forfeited on accounts overdue by 60 days or more. Ads will not be inserted for advertisers or agencies whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be placed once the account is brought current. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 days of billing date.

Pre-Payment Discounts

A 10% discount is offered to 6x advertisers when all six issues are paid in advance of the first ad being published.

Ad Agency Commissions and Additional Payment Information

All prices are net. Ad agency commissions are not included in quoted price. If an ad placed by an agency is not paid within 60 days, NAILBA will contact the advertiser directly for payment. Invoices and tearsheets are sent upon issue publication. Additional copies of publication are available online and in print ONLY when extra copies are available in-house. Advertisers and agencies are jointly responsible for payment of all ads.

ONLINE TERMS

Advertising will commence immediately when full payment is received. NAILBA Web site and NAILBA Now advertising will commence on the start date to be mutually agreed upon by the advertiser and NAILBA, pending receipt of payment.

Advertiser agrees to not hold NAILBA responsible for any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. NAILBA's liability is limited to extension of contract by period of time ad failed to display. Advertiser is responsible for providing all information and digital artwork to meet specifications and/or data entering upgraded fields for online booth upgrades. NAILBA reserves the right to determine the suitability of all ads and online booth content submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria. Ads must be GIF or JPEG graphic files where applicable. Please sign below to authorize.

By signing below, you are indicating that you have read and agree to the above payment terms. Only signature assures reservation:

Advertiser Signature/Date

Advertising Agency Signature/Date

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PERSPECTIVES

Please indicate below your ad size, frequency and issues in which you would like to advertise.

Full Color	1x	2-3x	4-5x	6x*	TOTAL
Double Page Spread	<input type="checkbox"/> \$5,939	<input type="checkbox"/> \$5,642	<input type="checkbox"/> \$5,449	<input type="checkbox"/> \$5,349	
Outside Back Cover	n/a	n/a	n/a	<input type="checkbox"/> \$4,845	
Inside Back Cover	n/a	n/a	n/a	<input type="checkbox"/> \$4,320	
Inside Front Cover	n/a	n/a	n/a	<input type="checkbox"/> \$4,320	
Full Page Guaranteed Position	<input type="checkbox"/> \$3,822	<input type="checkbox"/> \$3,630	<input type="checkbox"/> \$3,471	<input type="checkbox"/> \$3,092	
Full Page	<input type="checkbox"/> \$3,324	<input type="checkbox"/> \$3,159	<input type="checkbox"/> \$3,019	<input type="checkbox"/> \$2,689	
1/2 Page	<input type="checkbox"/> \$2,634	<input type="checkbox"/> \$2,502	<input type="checkbox"/> \$2,089	<input type="checkbox"/> \$1,859	
1/3 Page	<input type="checkbox"/> \$2,064	<input type="checkbox"/> \$1,960	<input type="checkbox"/> \$1,379	<input type="checkbox"/> \$1,129	

Black & White	1x	2-3x	4-5x	6x*	TOTAL
Full Page	<input type="checkbox"/> \$2,499	<input type="checkbox"/> \$2,374	<input type="checkbox"/> \$2,249	<input type="checkbox"/> \$1,999	
1/2 Page	<input type="checkbox"/> \$1,809	<input type="checkbox"/> \$1,718	<input type="checkbox"/> \$1,629	<input type="checkbox"/> \$1,499	
1/3 Page	<input type="checkbox"/> \$1,239	<input type="checkbox"/> \$1,177	<input type="checkbox"/> \$1,119	<input type="checkbox"/> \$989	

* Advertisers who commit to six (6) issues will be recognized with their logo and link on the NAILBA web site.

Beyond the Printed Page	1x	TOTAL
Belly Band	<input type="checkbox"/> \$6,000	
Heavy Stock Insert	<input type="checkbox"/> \$3,500	
Gatefold Cover	<input type="checkbox"/> \$7,500	
Center Gatefold	<input type="checkbox"/> \$25,000	

Issue Insert Specifications

- January/February 2012 July/August 2012
- March/April 2012 September/October 2012
- May/June 2012 November/December 2012**

** Bonus Distribution at NAILBA 31

PRODUCT PREVIEW	TOTAL
NAILBA 31 <input type="checkbox"/> \$1,000 per 1/2 page	

TOTAL AMOUNT DUE (Print & Online) \$ _____

NAILBA WEB SITE

Please check the box below to indicate your ad size and frequency.

Full Size Horizontal 468x60 (15K)	TOTAL
<input type="checkbox"/> 3x banner ad run	\$2,050
<input type="checkbox"/> 6x banner ad run	\$3,700
<input type="checkbox"/> 9x banner ad run	\$5,050
<input type="checkbox"/> 12x banner ad run	\$5,500
Half Size Vertical 120x240 (12K)	TOTAL
<input type="checkbox"/> 3x banner ad run	\$1,750
<input type="checkbox"/> 6x banner ad run	\$3,100
<input type="checkbox"/> 9x banner ad run	\$4,100
<input type="checkbox"/> 12x banner ad run	\$4,900

Desired URL Link _____

Ad Run Dates Start _____ End _____

NAILBA ANNUAL MEETING WEB SITE

Please check the box below to indicate your ad size and type.

Banner Ad	TOTAL
<input type="checkbox"/> Floor Plan Full Size Banner Ad (exclusive through January '13)	\$6,000
<input type="checkbox"/> Floor Plan Banner Half Size Vertical Banner Ad (exclusive through January '13)	\$3,500
<input type="checkbox"/> Event Site Full Size Horizontal Banner Ad (exclusive through January '13)	\$4,000
<input type="checkbox"/> Event Site Half Size Vertical Banner Ad (exclusive through January '13)	\$3,250

Desired URL Link _____

NAILBA Now

Please check the box below to indicate your frequency.

Half Size Vertical 120x240 (12K)	TOTAL
<input type="checkbox"/> 2x banner ad run	\$950
<input type="checkbox"/> 6x banner ad run	\$2,400
<input type="checkbox"/> 12x banner ad run	\$4,100
<input type="checkbox"/> 26x banner ad run	\$7,300

Desired URL Link _____

Ad Run Dates Start _____ End _____

All online ads must be delivered three (3) business days prior to campaign start.

Online ads will be posted upon receipt of full payment.