

# NAHAD Advertising Insertion Order Form

## 2018-2019 NAHAD Membership Directory and 2018 Convention Guide

NAHAD welcomes your participation as an advertiser in the next issue of the Annual Membership Directory, the most comprehensive guide to the companies, people, and products within our industry. Advertisers gain the benefits of regular exposure to industry leaders worldwide, while supporting the work of the only international trade association serving the hose and accessories marketplace. Select your advertising options from the available listings below. **If you would like to take advantage of SPECIAL PRICING AND AD PLACEMENT IN THE OFFICIAL NAHAD 2018 CONVENTION GUIDE, submit this completed signed Insertion Order form and ad copy before February 16, 2018.** Directory only - all final copy must be submitted by May 10, 2018. Return this form with payment to NAHAD at the address below, or fax this form with credit card information to 410-263-1659 or scan and email form to [bhiltabidle@nahad.org](mailto:bhiltabidle@nahad.org).

NAHAD – 105 EASTERN AVENUE, SUITE 104, ANNAPOLIS, MD 21403

The 2018-2019 Directory will be produced for distribution on **July 31, 2018.**

Technical Specifications and Format Instructions are included on the accompanying sheet.

Questions? Call Catherine Wiafe, Editor (800) 624-2227 or e-mail [cwiafe@nahad.org](mailto:cwiafe@nahad.org) or Beth Hiltabidle, Marketing Specialist at 410-940-6357 or email [bhiltabidle@nahad.org](mailto:bhiltabidle@nahad.org).



On behalf of the NAHAD member company listed below, I authorize the placement of an ad, as noted, in the 2018-2019 Membership Directory:

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

Individual Contact: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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

If Special Placement, location desired: \_\_\_\_\_

Ad Agency: \_\_\_\_\_

Ad Designer/Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ or Charge a total of \$ \_\_\_\_\_ to my:

MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**Credit Card Address**

**And Zip Code** \_\_\_\_\_

Signature: \_\_\_\_\_

### Standard Black & White Rates

Please check box and fill in amount

- |                                              |                                           |         |
|----------------------------------------------|-------------------------------------------|---------|
| <input type="checkbox"/> Full Page - \$1,995 | OR <input type="checkbox"/> WITH Guide Ad | \$2,595 |
| <input type="checkbox"/> 2/3 Page - \$1,625  | OR <input type="checkbox"/> WITH Guide Ad | \$2,175 |
| <input type="checkbox"/> 1/2 Page - \$1,375  | OR <input type="checkbox"/> WITH Guide Ad | \$1,775 |
| <input type="checkbox"/> 1/3 Page - \$1,050  | OR <input type="checkbox"/> WITH Guide Ad | \$1,375 |
| <input type="checkbox"/> 1/4 Page - \$895    | OR <input type="checkbox"/> WITH Guide Ad | \$1,195 |
| <input type="checkbox"/> 1/6 Page - \$500    | OR <input type="checkbox"/> WITH Guide Ad | \$675   |
| <input type="checkbox"/> Logo Only - \$300   |                                           |         |

DIRECTORY ONLY TOTAL \$ \_\_\_\_\_ TOTAL WITH GUIDE AD \$ \_\_\_\_\_

### Add-Ons

- 4-Color Process - \$695 ..... \$ \_\_\_\_\_
- 2<sup>nd</sup> Color - \$485 ..... \$ \_\_\_\_\_
- Special Placement Request - \$400.... \$ \_\_\_\_\_
- (section of your choice or special position)

**GROSS TOTAL**..... \$ \_\_\_\_\_

### FOR AD AGENCY or OUTSIDE DESIGNERS USE ONLY

Ad Agencies or Outside Designers May Take a 15% discount From the Gross Total

Gross Total..... \$ \_\_\_\_\_

Less 15% Agency Commission..... \$ \_\_\_\_\_

Net Total Due to NAHAD..... \$ \_\_\_\_\_