

Target Market:



We are the industry.



Contact ▼

▶ **Target Audience and Benefits**

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▶ **Visibility in Your Industry**

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▶ **The Publications**

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▶ **The Publisher**

We are the industry.

► Net Black and White Rates

Size

Full Page	
2/3 Page	
1/2 Page	
1/3 Page	
1/4 Page	
1/6 Page	
1/8 Page	

► Covers and Premium Positions

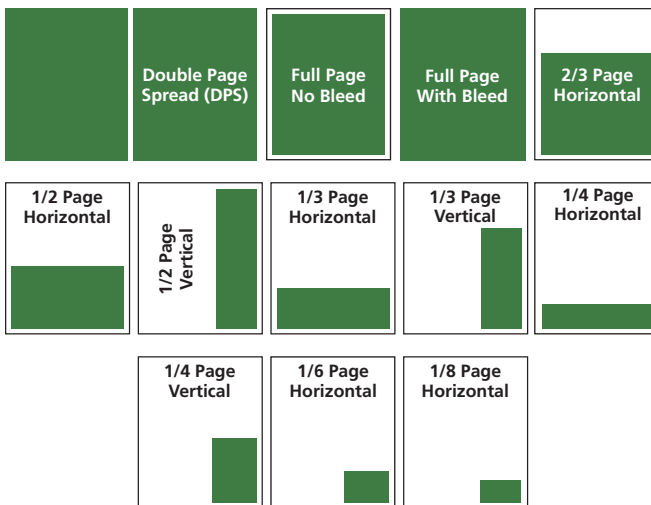
Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Size

Double Page Spread	
Inside Front or Inside Back Cover	
Outside Back Cover	
Tab Rate	

► Color Rates

Process Color	
Matched Color	
Full Color	
PMS Color	



► Mechanical Requirements

Size	Width	Height
DPS Bleed		
DPS Trim		
DPS Live Area		
Full Page Bleed		
Full Page Trim		
Full Page Live Area		
2/3 Hz.		
1/2 Hz.		
1/2 Vt.		
1/3 Hz.		
1/3 Vt.		
1/4 Hz.		
1/4 Vt.		
1/6 Hz.		
1/8 Hz.		

Halftone Screen: 133 lines up to 150 lines

Advertiser indemnifies Naylor Publications and the Association against losses or liabilities arising from this advertising. Naylor Publications 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 Naylor Publications 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. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

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► **Billing Information**

Company Name *(as you wish it to appear alphabetically)*: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: **X** _____ Date: _____

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► **Please sign and fax back to:**



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► Index to Advertiser Categories

_____ Additional Index Categories X \$15.00 = \$ _____

*One free listing with any size ad. Additional listings at \$15.00 each. No limit.
Please list new categories on this sheet.*

Initial _____ Date _____

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