



NATIONAL  
CORRECTIONAL  
INDUSTRIES  
ASSOCIATION

**AD SPECIFICATIONS AND RATES**

# WEBSITE BANNERS

2021 ADVERTISING CONTRACT

*Please mark the frequency you wish to purchase:*

**Ad Size:** Full Banner

**Frequency:** \_\_\_ Annual (One-Year Contract) \_\_\_ Monthly\*

**Price:** \$375/mo or \$350/mo for one-year contract

\*Prepayment is required on all monthly advertisement invoices.

*Please check the month(s) you would like to display your ad:\**

\_\_\_ Jan \_\_\_ Feb \_\_\_ Mar \_\_\_ Apr \_\_\_ May \_\_\_ Jun \_\_\_ Jul \_\_\_ Aug \_\_\_ Sep \_\_\_ Oct \_\_\_ Nov \_\_\_ Dec

\*Space closing date is seven (7) days prior to first day of the month in which advertisement is to commence.

**COMPLETE FULLY**

Name of Company: \_\_\_\_\_ Website: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

Name and Title of Authorizing Party: \_\_\_\_\_

Signature of Authorizing Party: \_\_\_\_\_

**Note:** This is a legally binding contract. In signing this document, the advertiser and agency agree to abide by all of the contract terms and conditions stated on the back of this document and warrants that the representative executing the contract has the legal authority to create a binding agreement with NCIA. NCIA reserves the right to review and reject any advertisement submitted for publication to NCIA's website.

**Cancellations:** No cancellation of contracted space will be deemed valid unless received in writing by NCIA at least 30 days prior to the space closing date. Contracts signed 30 days or less prior to the space closing date are non-cancelable. NCIA will, at its discretion, either repeat the latest advertisement or publish nothing.

**Artwork:** See reverse side for ad specifications and requirements.

**NCIA's Acceptance | NCIA Office Use Only**

Signature of Authorizing Representative: \_\_\_\_\_ Date: \_\_\_\_\_

All materials and payments must be shipped to: National Correctional Industries Association | (410) 230-3972  
800 North Charles Street | Suite 550B | Baltimore, MD 21201

## ARTWORK REQUIREMENTS

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1. **Dimensions:** 300px(w) x 132px(h) and up to 250k. Files must be in **jpg, png, or gif** format in RGB color.
2. Rates listed on the previous page are for the noted size/shape. If the artwork supplied is different from the specifications listed in the contract signed by the advertiser, additional charges will apply to make the artwork comply with the contract specifications.

## TERMS AND CONDITIONS

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1. NCIA reserves the right to review and reject any advertisement submitted for publication to its website.
2. NCIA does not guarantee any given level of circulation for an advertisement.
3. Advertisers and their agents assume full liability for all content of advertisements published on its website. The advertiser assumes responsibility for any claims made against NCIA or arising there from. Advertiser agrees to indemnify, defend, and hold NCIA harmless from any and all liability of such advertisements.
4. Cancellations, changes, or corrections must conform to published deadlines and will not be accepted unless presented in writing and signed by both parties. No cancellation of contracted space will be deemed valid unless received in writing by NCIA at least 30 days prior to the space closing date. Failure to comply with this condition will result in the advertiser being billed accordingly. NCIA will, at its discretion, either repeat a previous advertisement or publish nothing.
5. No conditions printed or otherwise appearing on the space order, billing instructions, or copy instructions which conflict with NCIA stated policies will be binding on NCIA.
6. No contract is valid unless it is signed by NCIA's authorized agent on behalf of NCIA.
7. The advertiser warrants that the representative executing the contract has the legal authority to create a binding agreement with NCIA.
8. Prepayment is required for all Monthly Advertisement invoices. Any invoice for Monthly Advertisement that is not paid prior to the first of the month in which advertisement is to commence will not be published to NCIA's website. Payment terms are net 30 days from date of invoice for Annual Contracts. Any unpaid balance over 30 days on invoices for Annual Contracts will be charged an additional 1.5% per month.
9. NCIA reserves the right to change or modify the policies, terms, and rates set forth herein at any time.
10. NCIA does not render commissions to advertising agencies.
11. NCIA membership must be current at the date of reservation.