



NATIONAL
CORRECTIONAL
INDUSTRIES
ASSOCIATION

AD SPECIFICATIONS AND RATES

NCIA NEWS

2020 ADVERTISING CONTRACT

Please select the issue(s) in which you would like your ad to appear:

___ Spring ___ Summer

___ Fall ___ Winter

Please select the ad size

Standard Space: Black and White*

___ Full page (8" x 10.5")

___ Half page horizontal (8" x 5")

___ Half page vertical (4" x 10.5")

___ Quarter page (4" x 5")

Circle frequency and color

1 Issue	Color	4 Issues	Color
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\$675	\$925	\$600	\$850
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\$475	\$725	\$400	\$650
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\$475	\$725	\$400	\$650
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\$375	\$625	\$300	\$550
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*Price groupings are based on a B&W standard for 1 and 4 issues. Quoted price reflects a single issue, reduced by \$50 for a 4-issue package. Each color issue increases by \$250 per issue package.

Premium Positioning: 4-Color Only*

___ Back Cover: \$1,400 ___ Page Opposite Table of Contents: \$1,000

___ Inside Back Cover: \$1,200 ___ Page Opposite President's Message: \$1,000

___ Inside Front Cover: \$1,200 ___ Page Opposite Director's Update: \$1,000

*Must contract all four issues of the year and is non-cancelable.

***Non-members** add a 25% surcharge. To avoid the surcharge, your NCIA membership must be current at date of publication.

COMPLETE FULLY

Name of Company: _____

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, through its publication, *NCIA News*, reserves the right to review and reject any advertisement.

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 for each issue. Failure to comply with this condition will result in the advertiser being billed accordingly. NCIA will, at its discretion, either repeat the latest advertisement or publish nothing.

Artwork: See reverse side for artwork 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

1. Advertisers must submit PC-compatible files via email, and the files must be 300-600 dpi. Artwork must be provided in one of the following file formats: Adobe Photoshop, Adobe Illustrator, or PDF. Bleeds are available for full page ads only; the bleeds size is 8.75" x 11.25."
2. Copy: Alterations on original advertising copy can be made at the request of the advertiser or to meet mechanical requirements of the publication, however, the request must be made in writing. Additional charges will be levied for this service. Consult the NCIA Associate Director of Events and National Sales for details.
3. Rates listed on the previous page are for the noted size, shape, and color. 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

1. NCIA, through its publication *NCIA News*, reserves the right to review and reject any advertisement.
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 in *NCIA News*. The advertiser assumes responsibility for any claims made against NCIA or arising therefrom. 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 the latest advertisement or publish nothing.
5. No conditions printed or otherwise appearing on the space order, billing instruction, or copy instructions which conflict with the NCIA's 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. Payment terms are net 30 days from date of invoice. Any unpaid balance over 30 days 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 provides a first right of refusal privilege to its prime space advertisers on an annual basis. However, this first right of refusal must be confirmed no later than December 10, 2019 for the 2020 advertising year.

2020 ADVERTISING SCHEDULE	Issue	Space Reservation Date	Copy Deadline
	Spring	January 3	January 25
	Summer	April 3	April 17
	Fall	July 2	July 17
	Winter	October 2	October 16