



Official Print Directory: Ad Agreement

2020 NRA Annual Meetings & Exhibits

Music City Center - Nashville, TN - April 17-19

The 2020 NRA Annual Meetings & Exhibits will be the talk of the town in Nashville, and the Directory will be given to attendees to help them navigate through the more the exhibit hall and additional display areas, as well as various seminars, workshops, and events.

This directory will be retained by attendees as both a reference during the show and as a souvenir of the 2020 NRA Annual Meetings. Ensure added exposure with your ad!

Exclusive Ad Opportunities	Price	Size (4-Color Only)	Price
SOLD Front Page Adhesive	\$15,000	Full Page Ad	\$3,750
Insert	\$10,000	Half Page Spread Ad	\$3,750
SOLD Inside Front Cover	\$6,500	Half Page Ad	\$1,975
Inside Back Cover	\$5,750	Quarter Page Ad	\$1,000
SOLD Back Cover	\$7,500	Eighth Page Ad	\$500
SOLD Pull Out Floor Plan Ad	\$15,000	Logo with Directory Listing	\$500

Exhibiting Company Name: _____ Contact Name: _____

Phone: _____ Email: _____

Address: _____ City/State/Zip: _____

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. Payment is due in full with Directory Ad Agreement. Rates are net and non-commissionable. All reservations with signed agreement are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

CHECKS SHOULD BE MADE PAYABLE TO:
 National Rifle Association, Shows & Exhibits
 11250 Waples Mill Rd.
 Fairfax, VA 22030

Signature: _____

Date: _____

Material Deadline: March 20, 2020

**For questions and/or
ad submissions:**

Call Amanda Gauldin at
703-267-3824 or email
AGauldin@nrahq.org

** You will be invoiced for this order.
Payment due upon receipt.*



Official Print Directory: Spec Sheet

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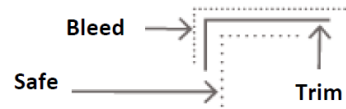
Printing: Sheet-fed / Direct-to-Plate / Digital Files Only
Binding: Perfect Bound (1/4" spine)

	TRIM SIZE	BLEED SIZE	SAFE AREA
FULL PAGE	6" x 8.375"	6.25" x 8.625"	5.5" x 7.875"
FULL 2-PAGE SPREAD	12" x 8.375"	12.25" x 8.625"	11.5" x 7.875"
½ PAGE SPREAD	12" x 4.1875"	12.25" x 4.4375"	11.5" x 3.6875"
½ PAGE (HORIZONTAL)	6" x 4.1875"	6.25" x 4.4375"	5.5" x 3.6875"
½ PAGE (VERTICAL)	3" x 8.375"	3.25" x 8.625"	2.5" x 7.785"
¼ PAGE	3" x 4.1875"	3.25" x 4.4375"	2.5" x 3.6875"
1/8 PAGE	3" x 2.094"	3.25" x 2.344"	2.5" x 1.844"

Bleed is .125" on each side. All submissions should be **BLEED SIZE** dimensions.

Safe area is within .25" of the trim on all sides.

Offset crop marks minimum .1875" from trim.



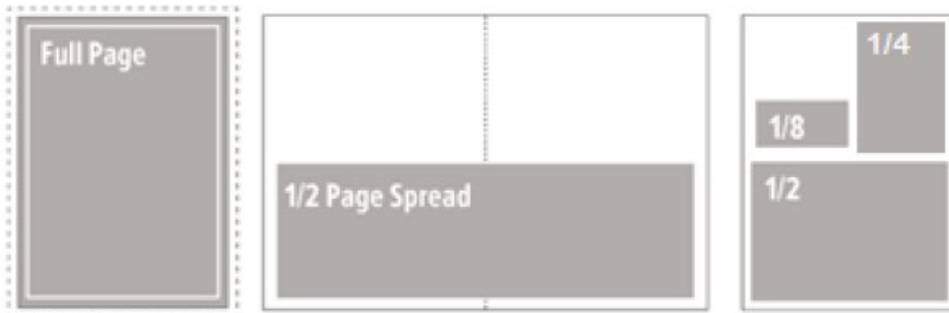
File Type:

PDF/X-1a. CMYK only.

No RGB, Spot Process or Pantone colors. Maximum ink density not to exceed 280%. Coupon ads are not accepted.

Proof:

A content proof is required with every ad, i.e. Kodak, Fuji, Epson. Follow SWOP standard specifications. Digital and proof recommendations: 150 lpi (lines per inch).



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