

NICA Membership Directory

2024 Annual Insertion Order

Company Name: _____

Contact Name: _____

Bill to: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Special Instructions: _____

WHEN PROMOTING YOUR BUSINESS WITH NICA, YOU...

- **REACH YOUR TARGETED AUDIENCE** through national exposure to key decision makers.
- **GAIN NAME RECOGNITION** via our publications, website, and sponsorships available at industry events.
- **RECEIVE A SUPERB VALUE** through quality marketing opportunities.

Insertion Order Rates valid through December 31, 2024



National Independent
Concessionaires Association, Inc.
"Together We Can!"

Ad Rates per insertion

- Back Cover \$2,000*
- Inside Front / Back Cover \$1,500*
- Full page: Color Tab \$1,000*
- Half page: Color Tab \$600*
- Full Page: B/W \$550
- Half Page: B/W \$325
- Quarter Page: B/W \$250

Color Cover, Tab & Ad Sizes

- Full Page Cover (Bleed) 6" w x 9" h*
- Full Page Tab (Bleed) 5.25" w x 9" h*
- Full Page Tab 4.75" w x 8.5" h*
- Half Page Tab 4.75" w x 4.25" h*

Black & White Ad Sizes

- Full Page 4.25" w x 7.5" h
- Half Page (H) 4.25" w x 3.75" h
- Half Page (V) 2.125" w x 7.5" h
- Quarter Page (H) 4.25" w x 1.875" h
- Quarter Page (V) 2.125" w x 3.75" h

Premium Positions

* Subject to availability. If interested, contact (813) 438-8926 or communications@nicainc.org

Ad Artwork Specifications

- 300 DPI, CMYK Color, Flattened
- Full page ads that fit the whole page must contain a 0.25" bleed.
- Formats accepted: .pdf, .png, .jpg, .jpeg, .tif, .tiff, .psd, .ai, .svg, .eps
- Digital Ad Artwork may be emailed directly to communications@nicainc.org or delivered via DropBox, Google Drive, etc.

See next page for more size information.

Insertion Order & Ad Artwork Deadline

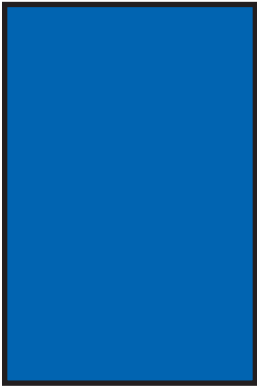
March 31, 2024

For more information, please contact the NICA Office at (813) 438-8926 or email us at communications@nicainc.org

Signature _____

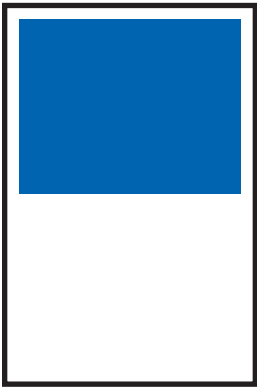
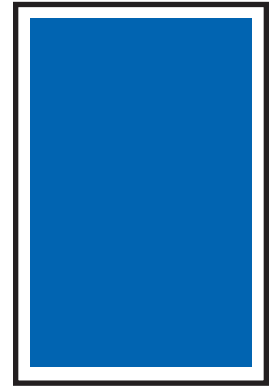
Date _____

Your Ad Will Look Great!



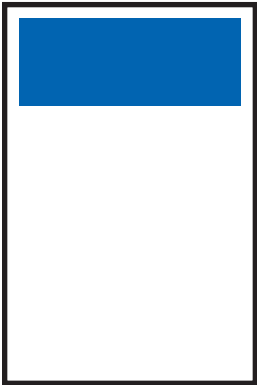
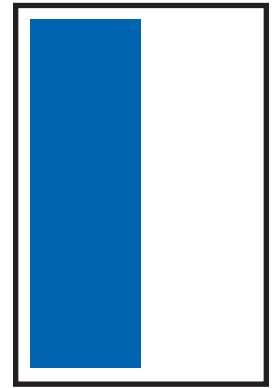
Full Page

Cover / Inside Cover (0.25" Bleed): 6"w x 9"h
Color Tab (0.25" Bleed): 5.25"w x 9"h
Color Tab (No Bleed): 4.75"w x 8.5"h
Black & White (No Bleed): 4.25"w x 7.5"h



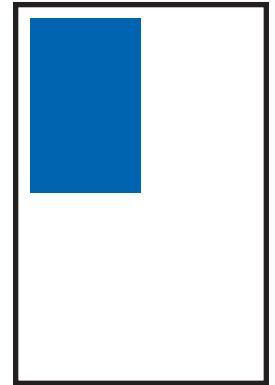
Half Page

Color Tab: 4.75"w x 4.25"h
Black & White (Horizontal): 4.25"w x 3.75"h
Black & White (Vertical): 2.125"w x 7.5"h



Quarter Page

Black & White (Horizontal): 4.25"w x 1.875"h
Black & White (Vertical): 2.125"w x 3.75"h



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