



New England Promotional Products Association

2010 ADVERTISING CONTRACT

816 Elm St., #299 • Manchester, NH 03101
Phone 603-529-8400 • Fax 603-529-8401 • Email info@neppa.com

Company _____ NEPPA Member? _____
Contact Person _____ Phone _____
Email _____ Fax _____
Address _____
City _____ State _____ Zip Code _____

PRINTED ADS

Ad Size: Full Page 1/2 Page 1/3 Page 1/4 Page
Check issue(s) for your ad placement: February April June August October December
 Continue my current contract for an additional 6 issues.
Cost per Ad \$ _____ X Number of Issues _____ = Total Cost \$ _____

INSERTS (ADVERTISER SUPPLIED FLYER/CATALOG SHEET)

Please send a sample of your Insert/Flyer to NEPPA.
 Insert/Flyer for: April June October December
Quantity to ship: 800 Cost per Insert \$ _____ (+ Oversize Charge \$ _____) X Number of Issues _____ = \$ _____
 Insert/Flyer for Pre-Show Issue: February August
Quantity to ship: 1250 Cost per Insert \$ _____ (+ Oversize Charge \$ _____) X Number of Issues _____ = \$ _____

NEPPA MEMBER DISCOUNT FOR 6 ISSUES

Advertising Cost \$ _____ Less 10% NEPPA Member Discount for 6 Consecutive Issues - _____ = Total Cost \$ _____
Payment for all 6 issues must accompany contract.

PAYMENT

Total Advertising Cost \$ _____ *Payment and artwork must be submitted by due date(s) as indicated on the schedule.*
 Payment by Check # _____ Payable to NEPPA Check Amount \$ _____
 Payment by Credit Card Visa MasterCard Amex Amount to Charge \$ _____
Card No. _____ Expiration _____ / _____
Account Address _____ Zip Code _____
CID Security Code: Visa/MasterCard _____ (back of card) Amex _____ (front of card)
Card Holder (Print) _____ Signature _____

MAIL OR FAX CONTRACT & PAYMENT TO:

NEPPA Newsletter
816 Elm St., #299
Manchester, NH 03101
Fax 603-529-8401

MAIL OR EMAIL ARTWORK TO:

NEPPA Newsletter
816 Elm St., #299
Manchester, NH 03101
Email info@neppa.com

SHIP INSERTS (CATALOG SHEETS) TO:

*****IMPORTANT*****
DO NOT SHIP INSERTS
TO NEPPA'S ADDRESS
ON ELM ST.

MAIL DATA
Attention: Dave
NEPPA Newsletter
60 Rogers St., Unit 2
Manchester, NH 03103
(Phone 603-668-3634)

Please indicate quantity
of inserts per box.



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2010 ADVERTISING RATE SHEET

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The NEPPA Newsletter is mailed 6 times per year to NEPPA members. The two pre-show issues are mailed to the membership as well as to distributors throughout New England.

Advertisements are accepted from promotional product industry suppliers and endorsed NEPPA member benefits providers. For-profit trade show advertisements, advertisements offering employment opportunities, or classified ads are not accepted for publication. Ad placement is at the discretion of the editor.

SCHEDULE

Issue	Advertising Materials & Payment Due Date	Quantity for Advertiser Supplied Flyers/Catalog Sheets
February <i>Pre-Show</i>	January 15	1250
April	March 15	800
June	May 15	800
August <i>Pre-Show</i>	July 31	1250
October	September 25	800
December	November 15	800

ARTWORK

The newsletter is printed in 4-color process. Please send a CMYK file with a minimum resolution of 300 dpi. Acceptable formats: High resolution PDF – fonts embedded; Photoshop File saved as TIFF or EPS; Illustrator File saved as TIFF or EPS – fonts outlined. All artwork must be correctly sized – see chart below. Bleed ads are not accepted. Please accompany artwork with a hard copy proof. Send CDs to: NEPPA Newsletter at the above address, or email to: info@neppa.com.

ADVERTISING RATES – PRINTED ADS

	Width x Height	Member Cost Per Issue	Non-Member Cost Per Issue
Full Page	7 ½" x 9 ½"	\$275.00	\$300.00
1/2 Page (horizontal)	7 ½" x 4 ½"	\$160.00	\$180.00
1/2 Page (vertical)	3 ½" x 9 ½"	\$160.00	\$180.00
1/3 Page (horizontal)	7 ½" x 3"	\$135.00	\$150.00
1/4 Page (vertical)	3 ½" x 4 ½"	\$115.00	\$130.00

INSERT RATES (ADVERTISER SUPPLIED FLYER/CATALOG SHEET)

All supplied flyers must be 8½" x 11" flat, unfolded sheets.

	Member Cost Per Issue 8½" x 11" Flyer	Non-Member Cost Per Issue 8½" x 11" Flyer
April, June, Oct., Dec. Issues	\$200.00	\$225.00
Feb., August (Pre-Show Issues)	\$300.00	\$325.00
Oversize Charge for each additional 8½" x 11" page equivalency*	+\$115.00	+\$115.00

*Examples: 11x17 folded down to 8½ x 11: Member Cost \$315 (200+115) regular issue; \$415 (300+115) pre-show issue.

11 x 25½ tri-folded down to 8½ x 11: Member Cost \$430 (200+115+115) regular issue; \$530 (300+115+115) pre-show issue.

NEPPA MEMBER DISCOUNT

NEPPA members may deduct 10% when placing (same size) ads in 6 consecutive issues. Contract for 6 issues must be submitted and advertising must be prepaid.