

DALLAS



'24

Official Print Directory Ad Agreement 2024 NRA Annual Meetings & Exhibits

Kay Bailey Hutchison Convention Center * Dallas, TX * May 17-19

The 2024 NRA Annual Meetings & Exhibits will host over 70,000+ attendees at the Kay Bailey Hutchison Convention Center. The NRA Annual Meeting Directory will be given to attendees to help them navigate through the show.

This directory will be retained by attendees as both a reference during the show and as a souvenir of the 2024 NRA Annual Meetings. Ensure added exposure with your ad!

Size (4-Color Only)	Price	Size (4-Color Only)	Price
<input type="checkbox"/> Front Page Adhesive Exclusive	\$15,000	<input type="checkbox"/> Full Page Ad	\$4,500
<input type="checkbox"/> Insert - Exclusive	\$10,000	<input type="checkbox"/> Half Page Spread Ad	\$4,500
<input type="checkbox"/> Inside Front Cover -Exclusive	\$7,500	<input type="checkbox"/> Half Page Ad	\$2,500
<input type="checkbox"/> Inside Back Cover - Exclusive	\$6,500	<input type="checkbox"/> Quarter Page Ad	\$1,500
<input type="checkbox"/> Back Cover - Exclusive	\$8,000	<input type="checkbox"/> Eighth Page Ad	\$850
<input type="checkbox"/> Pull Out Floor Plan Ad	\$17,500	<input type="checkbox"/> Logo with Directory Listing & on Printed Floorplan	\$850

Exhibitor: _____ 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: _____

Insertion Order

Deadline:

April 4, 2024

Material Deadline:

April 9, 2024

For Questions and/or

Ad Submissions:

Call or email Ashley Clukey at
703-267-3823 or email
AClukey@nrahq.org

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

Official Print Directory Ad Agreement

2024 NRA Annual Meetings & Exhibits

Kay Bailey Hutchison Convention Center * Dallas, TX * May 17-19

Printing: Sheet-fed / Direct-to-Plate / Digital Files Only

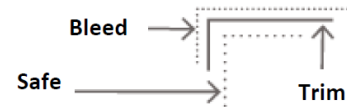
Binding: Perfect Bound (1/4" spine)

	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 7.875"
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.



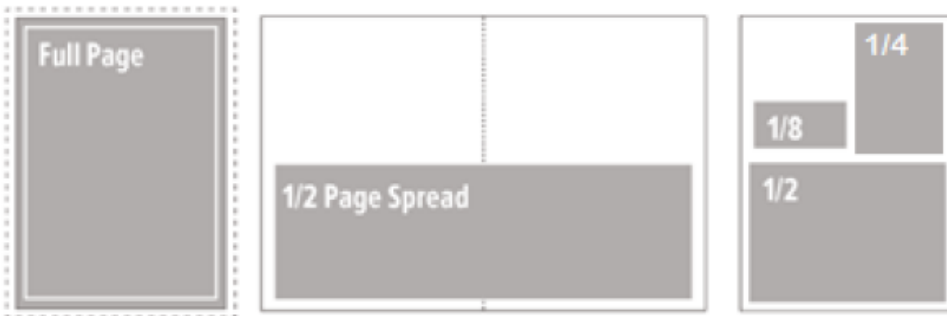
File Type:

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).



**Insertion Order
Deadline:**

April 4, 2024

Material Deadline:

April 9, 2024

**For Questions and/or
Ad Submissions:**

Call or email Ashley Clukey at
703-267-3823 or email

AClukey@nrahq.org