



Official Print Directory Ad Agreement

2018 NRA Annual Meetings & Exhibits

Kay Bailey Hutchison Convention Center * Dallas, TX * May 4-6

The 2018 NRA Annual Meetings & Exhibits will host an estimated 80,000+ attendees at the Kay Bailey Hutchison Convention Center. The NRA Annual Meeting Directory will be given to attendees to help them navigate through the more than 800 exhibits 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 2018 NRA Annual Meetings. Ensure added exposure with your ad!

Size (4-Color Only)	Price	Size (4-Color Only)	Price
SOLD Front Page Adhesive Exclusive	\$15,000	<input type="radio"/> Full Page Ad	\$3,750
<input type="radio"/> Insert- Exclusive	\$10,000	<input type="radio"/> ½ Page Spread Ad	\$3,750
SOLD Inside Front Cover- Exclusive	\$6,500	<input type="radio"/> ½ Page Ad	\$1,975
<input type="radio"/> Inside Back Cover- Exclusive	\$5,750	<input type="radio"/> 1/8 Page Ad	\$500
SOLD Back Cover- Exclusive	\$7,500	<input type="radio"/> Logo with Directory Listing	\$500
		SOLD Pull Out Floor Plan Ad	\$15,000

Exhibitor:

Contact Name:

Phone:

E-mail:

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 9, 2018

Questions?

Call Pete Yuska at 703-267-3782