



**Official Print Directory Ad Agreement**  
**2019 NRA Annual Meetings & Exhibits**  
 Indiana Convention Center \* Indianapolis, IN \* April 26-28

The 2019 NRA Annual Meetings & Exhibits will host an estimated 80,000+ attendees at the Indiana 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 2019 NRA Annual Meetings. Ensure added exposure with your ad!

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

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: \_\_\_\_\_

**Material Deadline:**  
**March 8, 2019**

**For Questions and/or Ad Submissions:**  
 Call Amanda Gauldin at 703-267-3824 or email [AGauldin@nrahq.org](mailto:AGauldin@nrahq.org)

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