



# Official Print Directory Ad Agreement

## 2021 NRA Annual Meetings & Exhibits

George R. Brown Convention Center \* Houston, TX \* September 3-5

The 2021 NRA Annual Meetings & Exhibits will host an estimated 70,000+ attendees at the George R. Brown 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 2021 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="checkbox"/> Full Page Ad	\$3,750
<b>SOLD</b> Insert- Exclusive	\$10,000	<input type="checkbox"/> Half Page Spread Ad	\$3,750
<b>SOLD</b> Inside Front Cover- Exclusive	\$6,500	<input type="checkbox"/> Half Page Ad	\$1,975
<b>SOLD</b> Inside Back Cover- Exclusive	\$5,750	<input type="checkbox"/> Quarter Page Ad	\$1,000
<b>SOLD</b> Back Cover- Exclusive	\$7,500	<input type="checkbox"/> Eighth Page Ad	\$500
<b>SOLD</b> Pull Out Floor Plan Ad	\$15,000	<input type="checkbox"/> 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:**  
August 6<sup>th</sup>, 2021

**For Questions and/or Ad Submissions:**  
Call John Bailey at  
703-267-3771 or email  
[JBailey@nrahq.org](mailto:JBailey@nrahq.org)

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

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

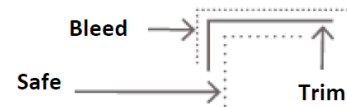
**Binding:** Perfect Bound (1/4" spine)

	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.



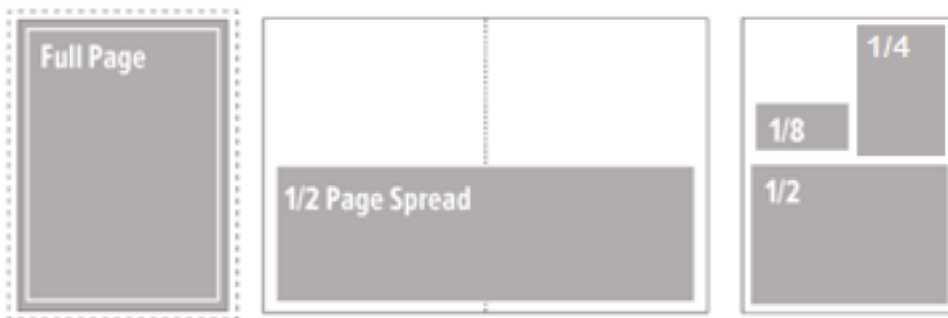
**File Type:**

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).



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