

ATLANTA 2027

Official Print Directory Ad Agreement 2027 NRA Annual Meetings & Exhibits Georgia World Congress Center * Atlanta, GA * April 23-25

The 2027 NRA Annual Meetings & Exhibits will host over 70,000+ attendees at the Georgia World Congress 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 2027 NRA Annual Meetings. Ensure added exposure with your ad!

Size (4-Color Only)	Price	Size (4-Color Only)	Price
☐ Front Page Adhesive Exclusive	\$15,000	☐ Full Page Ad	\$4,500
☐ Insert - Exclusive	\$10,000	☐ Half Page Spread Ad	\$4,500
☐ Inside Front Cover -Exclusive	\$7,500	☐ Half Page Ad	\$2,500
☐ Inside Back Cover - Exclusive	\$6,500	☐ Quarter Page Ad	\$1,500
☐ Back Cover - Exclusive	\$8,000	☐ Eighth Page Ad	\$850
☐ Pull Out Floor Plan Ad	\$17,500	☐ 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:**
March 5, 2027

Material Deadline:
March 9, 2027

**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

2027 NRA Annual Meetings & Exhibits

Georgia World Congress Center * Atlanta, GA * April 23-25

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

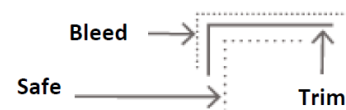
Binding: Perfect Bound (1/4" spine)

	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.



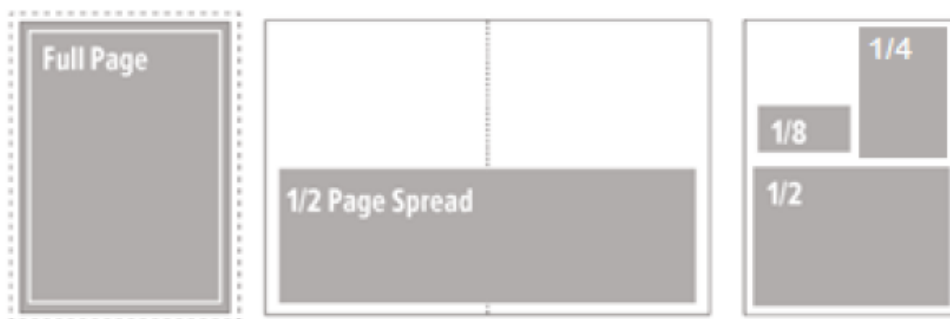
File Type:

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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