



Official Print Directory Ad Agreement

2016 NRA Annual Meetings & Exhibits

Kentucky Exposition Center * Louisville, KY * May 20-22

The 2016 NRA Annual Meetings & Exhibits will host an estimated 70,000+ attendees at the Kentucky Exposition Center in Louisville, KY. The NRA Annual Meeting Directory will be given to all attendees to help them navigate through the more than 650 exhibits and the various seminars, workshops and events.

This directory will be retained by attendees as both a reference during the show and after the show but it's also kept as a souvenir of the 2016 NRA Annual Meetings. Ensure added exposure with your ad!

Size (4-Color Only)	Price	Size (4-Color Only)	Price
<input type="radio"/> Front Page Post It- Exclusive	\$12,000	<input type="radio"/> Full Page Ad	\$3,750
<input type="radio"/> Belly Band- Exclusive	\$20,000	<input type="radio"/> ½ Page Spread Ad	\$3,750
<input type="radio"/> Insert- Exclusive	\$10,000	<input type="radio"/> ½ Page Ad	\$1,975
<input type="radio"/> Inside Front Cover- Exclusive	\$4,300	<input type="radio"/> 1/8 Page Ad(Marketplace)	\$500
<input type="radio"/> Inside Back Cover- Exclusive	\$3,750	<input type="radio"/> Logo with Directory Listing	\$500
<input type="radio"/> Back Cover- Exclusive	\$4,500	<input type="radio"/> Pull Out Floor Plan Ad	\$15,000

Exhibitor: _____

Contact Name: _____

Phone: _____

E-mail: _____

Address: _____

City/State/Zip: _____

Full Payment Must Accompany This Form

Amount To Be Charged: _____

☐ Amex ☐ Visa ☐ MasterCard ☐ Discover

Card Number: _____

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Exp Date: _____ Zip Code: _____

Security Code: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Material Deadline:
April 1, 2016

Questions?

Call [Kristen Heggenstaller](mailto:kristen.heggenstaller@nra.org) at 703-267-3782

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: _____