



John W. Mays
Executive Director
P.O. Box 480851
Kansas City, MO 64148

NATIONAL ANIMAL CONTROL ASSOCIATION

Dear *NACA News* Advertiser,

Thank you for your support of the *NACA News* during 2009. We appreciate your commitment in making NACA the greatest animal control/care organization in the world!

I hope you have enjoyed the changes we've made with the *NACA News* this year. NACA distributed more issues of the magazine than ever before, and we will continue to grow with your help. With the addition of several new forums, reader participation is at an all-time high.

Ever wonder how we can help you? Here's a sampling:

- Your advertisement is viewed by over 5,000 people each issue.
- With our information packets, your ad is viewed by hundreds of non-NACA members every year.
- Several extra issues of the *NACA News* are published and distributed at the American Humane Association conference, HSUS Expo, League of Cities Exposition, numerous state and regional training seminars, and the NACA Training Academies.
- Your company is given a referral for product/service requests received by the NACA Corporate Office.

As you know, NACA has been subjected to several printing and postage increases during the past few years, in addition to the upcoming 2010 postage increase. However, the NACA Board of Directors did not consider a rate increase for the 2010 publishing year.

We can continue to offset future increases by reminding you that:

- NACA does not make any charges to your artwork, layout or photos. What you send is what you'll see.
- Reinstated past-delinquent accounts will be required to pay in advance.
- New accounts will be required to pay for the first insertion in advance.
- All advertisers will be allowed one art change free of charge during the rate period. Any additional art changes will be assessed a \$25 fee.

Please take some time to review your advertising needs for 2010, and return the completed forms as soon as possible. If you need anything further, please don't hesitate to contact me at 913-768-1319, extension 6.

NACA appreciates your continued support. You are an asset to our members and a valuable resource for everyone!

Sincerely,

John W. Mays

John W. Mays
Executive Director
National Animal Control Association

THE "NACA NEWS"

2010 Advertising Rate Card

The "NACA NEWS" is published 6 times each year by the National Animal Control Association to provide information of interest to the Animal Control profession. Advertising is provided on a space-available basis.

Publication Dates for "NACA NEWS":

- | | | |
|-------------------|--------------------|--------------------|
| *January/February | *March/April | *May/June |
| *July/August | *September/October | *November/December |

Available ad sizes are:

- | | | |
|-------------------------|---------------------------|-------------------------|
| *Full Page (7½" x 10") | *1/3 Vertical (2¼" x 7½") | *Half Page (7½" x 5") |
| *1/3 Square (4¾" x 4¾") | *2/3 Page (4¼" x 10") | *1/2 Column (2¼" x 5") |
| | | *1/4 Column (2¼" x 2½") |

Advertising Rates			
(See below for discount information)			
	One Time	Three Times	Six Times
	Full Color / B & W	Full Color / B & W	Full Color / B & W
Full Page	\$2,663 / \$735 x1	\$2,198 / \$695 x3	\$1,997 / \$623 x6
2/3 Page	\$1,997 / \$660 x1	\$1,665 / \$608 x3	\$1,331 / \$550 x6
1/2 Page	\$1,665 / \$550 x1	\$1,331 / \$515 x3	\$999 / \$440 x6
1/3 Page	\$1,331 / \$440 x1	\$999 / \$371 x3	\$665 / \$293 x6
1/2 Col. (B & W only)	/ \$313 x1	/ \$244 x3	/ \$156 x6
1/4 Col. (B & W only)	/ \$162 x1	/ \$128 x3	/ \$82 x6

For each additional color in a black and white ad, add \$300 to above prices.

Discounts and Commissions: NACA Organizational Members receive a 15% discount. No other discounts allowed. **Only one discount per advertiser. No discounts are available for ads smaller than a third (1/3) page.**

Additional Costs: Rates are based on camera-ready art suitable for publication. Any additional art, layout, or typesetting changes are the responsibility of the advertiser. Rates are subject to 30 days notice.

Premium Placement: Upon request, full page ads can be placed on the back cover, or on the inside front or inside back cover for an additional \$150.

Classified Placement: Classified Ads are no longer accepted for the *NACA News*.

Ad Changes: All advertisers are allowed one art change free of charge during the rate period. Any additional art changes will be assessed a \$25 fee.

New Advertisers: All new advertisers, or those advertisers whom have not had an active advertising insertion order with NACA in the past year, must provide a credit card authorization form to be on file. Your credit card will be charged upon each insertion.

Standard Terms and Conditions

1. Copy and art must be in Publisher's hands thirty (30) days prior to publication.
2. Changes will be accepted up to deadline dates. Please inquire for specific dates.
3. Cancellation notices must be made in writing to the publisher and will take effect 30 days after receipt.
4. If contract is not fulfilled by the Advertiser, Advertiser agrees to pay for space used at the applicable earned rate.
5. Invoices are net and payable upon receipt unless arrangements are made with the corporate office.
6. Invoices rendered by the Publisher will be accepted as correct unless the Publisher is notified in writing within ten days of billing date.
7. Payment will be made directly to the corporate office.
8. Accounts delinquent 30 days will be charged interest at the rate of 1.5% per month.
9. Accounts delinquent 45 days will be canceled and will be billed at the appropriate earned rate plus interest as stated above and all costs of collection including attorney's fees.
10. All advertising orders and rates are subject to change upon written notice from the Publisher.
11. Publisher will only be responsible for re-run of incorrect advertisement if notified in writing prior to next deadline.
12. All copy, text, display and illustrations are published upon the understanding that the Advertiser and/or his agent are fully authorized to cause such material to be published. The advertiser and/or his agent further agree to save blameless the Publisher from any liability arising out of such publication.
13. Publisher reserves the right to reject advertisements or any other matter objectionable in character or wording or for any other reason deemed unacceptable.
14. Artwork, photographs, typesetting, layouts and negative work is the responsibility of the advertiser.
15. Artwork, layouts and photography remain the property of the Publisher.
16. Advertisements ordered set, and not used, will be charged for composition.
17. Request for specified conditions and colors at ROP rates will be given consideration but no guarantee can be made. Publisher will not be bound by any conditions printed or otherwise appearing on order blanks or copy instructions which conflict with these standard terms and conditions.
18. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
19. When change of copy, covered by an uncanceled order, is not received by closing date, copy run in previous issue will be inserted.
20. Should Advertiser or agent's business be sold or transferred, signer agrees to obtain transfer of the balance of the contract to the new owner or notify the Publisher of the transfer and pay applicable earned rate adjustment.

For more information or to place an ad please call:

**The NACA NEWS
P.O. Box 480851
Kansas City, MO. 64148-0851
(913) 768-1319
FAX: (913) 768-1378**

The NACA NEWS

2010

Publishing Schedule

JANUARY/FEBRUARY

Ad & Copy Deadline:

December 5, 2009

Distribution:

January 20, 2010

MARCH/APRIL

Extra copies for handouts at HSUS Expo

Ad & Copy Deadline:

February 5, 2010

Distribution:

March 20, 2010

MAY/JUNE

Extra copies for handouts at NACA Annual Training Conference

Ad & Copy Deadline:

April 5, 2010

Distribution:

May 20, 2010

JULY/AUGUST

Ad & Copy Deadline:

June 5, 2010

Distribution:

July 20, 2010

SEPTEMBER/OCTOBER

Extra copies for handouts at AHA

Ad & Copy Deadline:

August 5, 2010

Distribution:

September 20, 2010

NOVEMBER/DECEMBER

Extra Copies for handouts at League of Cities

Ad & Copy Deadline:

October 5, 2010

Distribution:

November 20, 2010

JANUARY/FEBRUARY 2011

Ad & Copy Deadline:

December 5, 2010

Distribution:

January 20, 2011

Printing Specifications

Electronic Files ONLY

PC platform only.

Supply and list all linked graphics and fonts.

Supply hard-copy at 100 percent placement size.

Formats: Adobe Acrobat PDF (Portable Document Format), fonts embedded.

Media: CD-ROM, Zip Disk or as a PDF attachment via e-mail to naca@nacanet.org.

Special Instructions: Include all fonts and any support files (collect for Output files); All color should be CMYK (no color spots); Black and white ads need to be in grayscale (no colors); 4 color laser proof is required (if no proof is provided, exact color reproduction is not guaranteed); All images must be at least 300 dpi.

Please Read This!

Any advertisement submitted for publication **MUST** be sized according to those dimensions listed on the Rate Card or your ad will be returned. There will be no exceptions!

NACA NEWS ADVERTISING INSERTION ORDER

Advertiser: _____ Date: _____

Advertising Agency: _____

Billing Address: _____

Telephone: _____ Fax: _____

NACA Organizational / Exhibitor Member? _____

Please insert my order for the following advertisement (circle choices):

SIZE:

Full Page	2/3 Page	1/2 Page	1/3 Page
1/2 Column	1/4 Column	Classified	

ADDITIONAL COLOR (other than black & white):

One	Two	Three	Four
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RUN DATES:

Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
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CHARGES:

Ad Insertion (black & white)	\$
Color Charges	\$
Premium Placement (specify)	\$
Discounts (members only / 1/3 page or larger only)	\$
Total Due NACA	\$

New or non-established advertisers must pay first advertisement in advance!

INSERTION ORDER CONTRACT

The National Animal Control Association reserves the right to supply premium locations on a first-come basis.

As an advertiser in the NACA News, you agree to:

1. Hold NACA harmless for errors in advertising beyond the cost of the space occupied by the error and agree to the terms, standards and conditions appearing on the "Standard Terms and Conditions" sheet.
2. Invoices are net and payable upon receipt. Payments will be made directly to the corporate office. Accounts delinquent 45 days will be canceled and will be billed at the appropriate earned rate plus interest and all costs of collection including attorney's fees.
3. Cancellation notices must be made in writing to the publisher and will take effect 30 days after receipt.
4. If contract is not fulfilled by the Advertiser, Advertiser agrees to pay for space used at the applicable earned rate.
5. NACA reserves the right to reject advertisements or any other matter objectionable in character or wording or for any other reason deemed unacceptable. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. When change of copy, covered by an uncancelled order, is not received by closing date, copy run in previous issue will be inserted.

By signing this agreement, you and your company agree to all terms and conditions of this legally binding contract.

Your Signature

Company

NACA Representative (Approval Only)

Date

Credit Card Authorization Form

NACA accepts Visa and MasterCard only. Please complete the information listed below.

Please **PRINT** all information. Thank you!

Billing Information

Full Name: _____
(Enter your name as it appears on the credit card)

Company: _____
(or agency, if you are using a business/government card)

Billing Address: _____
(Enter the address as it appears on your credit card statements)

City: _____ State: _____ Zip: _____

Country (if other than the United States) : _____

E-Mail Address: _____

Billing Address Phone Number: _____

Credit Card Details

Circle type of card: VISA MasterCard

Card Number: _____

Expiration Date (month and year): _____

Credit Card Bank Name: _____
(Enter the Bank name from the back of your credit card)

Security Code from the back of your card: _____
(See next page for instructions for locating your Security Code)

You will receive a receipt for your purchase via mail once your credit card information has been processed. Thanks!

How to Locate your Security Code



Visa/MasterCard Users

Flip your card over and look at the signature box. You should see either the entire 16-digit credit card number or just the last four digits followed by a special 3-digit code. This 3-digit code is your Card Security Code.