



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 2011. We appreciate your commitment in making NACA the greatest animal control/care organization in the world!

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 2012 postage increase. However, the NACA Board of Directors did not consider a rate increase for the 2012 publishing year.

In an effort to streamline payments, all advertisers will now be required to submit a completed credit card authorization form with their insertion orders. NACA will no longer invoice for advertising; Instead, your credit card will be charged upon the publication of each insertion. NACA accepts Visa, MasterCard, Discover and American Express. A credit card authorization form may be found at the end of this document.

Please take some time to review your advertising needs for 2012, 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"

2012 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 change with 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*.

Payments: All advertisers 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 prior to the deadline for each 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. In the event that a credit card authorization is declined, an invoice will be issued. Invoices are net and payable upon receipt unless arrangements are made with the corporate office.
6. Any invoice issued 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 Run of Paper (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 contact:

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

The NACA NEWS

2012

Publishing Schedule

JANUARY/FEBRUARY

Ad & Copy Deadline:

December 5, 2011

Distribution:

January 25, 2012

MARCH/APRIL

Ad & Copy Deadline:

February 5, 2012

Distribution:

March 25, 2012

MAY/JUNE

Ad & Copy Deadline:

April 5, 2012

Distribution:

May 25, 2012

JULY/AUGUST

Ad & Copy Deadline:

June 5, 2012

Distribution:

July 25, 2012

SEPTEMBER/OCTOBER

Ad & Copy Deadline:

August 5, 2012

Distribution:

September 25, 2012

NOVEMBER/DECEMBER

Ad & Copy Deadline:

October 5, 2012

Distribution:

November 25, 2012

JANUARY/FEBRUARY 2012

Ad & Copy Deadline:

December 5, 2012

Distribution:

January 25, 2013

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: _____

Company E-Mail Address (required): _____

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. **All advertisers are required to submit a completed credit card authorization form with their insertion orders.** NACA will no longer invoice for advertising; Instead, your credit card will be charged upon the publication of each insertion. NACA accepts Visa, MasterCard, Discover and American Express. A credit card authorization form may be found at the end of this document. In the event that a credit card authorization is declined, an invoice will be issued. Payments will be made directly to the NACA 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 uncanceled 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

Fax form to: 913-768-1378

NACA accepts Visa, MasterCard, AMEX and Discover. 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 AMEX Discover

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 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



The Card Verification Value 2 (CVV2) code provides credit card customers with an additional level of security. The CVV2 code requires physical access to the credit card therefore reducing the risk of Internet credit card fraud.



The CVV2 code is the three-digit code located after the credit card number on the signature strip of Visa, Master Card, and Discover cards (see example).

American Express cardholders can locate a four-digit code on the front of the card above the account number. This code serves the same purpose as a CVV2 code.

It is the policy of the National Animal Control Association to only accept credit card transactions with these extra security numbers to ensure that your purchase is as secure as possible.

National Animal Control Association

Office Directive #9

Effective Date: 12/03/10

Subject: Advertising

This Directive has been formulated and initiated in order to provide a clear guideline regarding the handling of all advertising.

The purposes of the National Animal Control Association are specified in the Constitution and Bylaws:

1. To improve, promote, professionalize, and publicize animal control, while promoting justice and equity in the enforcement of animal control laws.
2. To advance the health, morale, welfare, training and knowledge of animal control officers and associations, while providing communications and education for animal control organizations.

NACA's mission is to provide animal control/care professionals with relevant information to the profession. In that regard, NACA accepts advertising to support this mission. This policy has been established by NACA to govern advertising in the *NACA News*, the NACA website and any secondary means (such as *Facebook*), to include NACA's acceptance of advertisements and how advertisements are displayed and removed. For these purposes, "Advertising" and "Advertisements" mean all forms of advertising and sponsorships for which NACA receives compensation, including print display, banner, badge, and contextual advertising, sponsored content, and promotions.

1. NACA has sole discretion to determine the types of Advertising that will be accepted and displayed. NACA does not review or endorse any products or services that are advertised in the *NACA News* or on its websites. In no event shall NACA's acceptance of any Advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes, or promotes such product or service.
2. NACA will not accept Advertising that, in NACA's opinion, is not factually accurate. In addition, Advertising must not contain false or misleading claims, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, or handicap.
3. NACA reserves the right to reject advertisements or any other matter objectionable in character or wording or for any other reason deemed unacceptable. NACA will not accept Advertising to promote products or services that are illegal or whose distribution would violate the law, advocate a political, religious or controversial public position or candidate for public office.
4. NACA reserves the right to remove advertisements or any other matter from its websites which are posted by non-NACA members and nonaffiliated state animal control associations. Job/training announcements, items/services for sale/wanted, solicitations for money, donations or votes, and employment solicitations are not allowed unless approved by the NACA Corporate Office.

National Animal Control Association

Office Directive #9

5. NACA will not accept products or services that are deemed to be in direct competition with NACA's training programs or services, or in direct conflict with NACA Guidelines. Any newly introduced NACA Guideline, which is deemed in direct conflict with a current advertiser, shall result in the immediate cancellation of the advertiser's insertion contract. Any prepaid insertion payments, for pending insertions, shall be refunded to the advertiser.

6. NACA maintains a distinct separation between Advertising and editorial content. The *NACA News* and any primary or secondary NACA websites shall be clearly and unambiguously identified as such, and NACA will not accept any advertising that is not so identified. By clicking on any advertising link to an advertiser's site, NACA is not responsible for the content on the advertiser's site.

7. From time to time, NACA may create special advertorial sections of its websites, or the *NACA News*, consisting of content from its advertisers. Content that is created, provided or influenced by an advertiser on any NACA website and the *NACA News* is clearly and unambiguously identified as a "sponsor" or "provided by" the advertiser. Such advertiser content is not subject to editorial review by NACA. Any content in these areas that NACA provides is clearly identified as such and is created and editorially reviewed by NACA and is not reviewed or influenced by advertisers.

8. 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 NACA from any liability arising out of such publication.

9. The "Standard Terms and Conditions" which is offered with the *NACA News* Insertion Order shall take legal precedence over any conflict discovered with this policy.