



NATIONAL ANIMAL
CARE & CONTROL ASSOCIATION

The National Animal Care & Control Association
is committed to setting the standard of professionalism in animal welfare
and public safety through training, networking, and advocacy.

Dear Animal Care and Control Today Advertiser,

I would like to thank you for your support of the National Animal Care & Control Association. By choosing to sponsor advertisements in NACA's new publication, *Animal Care & Control Today*, you have made a commitment to help NACA set the standard of professionalism in animal welfare and public safety.

It is time to consider your advertising needs for 2019/20. I believe you will find advertising in the *Animal Care & Control Today* provides you with the best return on your advertising dollars. Additionally, NACA Corporate members will continue to receive a 15% discount on the advertising prices. Be sure to renew your NACA membership to receive this discount.

Every issue of the *Animal Care & Control Today* is viewed by more than 5,000 people, with information packets containing the *Animal Care & Control Today*, and your ad, being viewed by hundreds of non-NACA members at numerous events, such as the HSUS Expo, AAWA Annual Conference, and also at state animal care and control conferences nationwide. In addition, referral for your products and services are given during NACA Training Academies, on the NACA website, and when requests are made at the NACA Corporate Office.

The payment process has been streamlined and we will email advertisement invoices directly to you when the current issue of the *Animal Care & Control Today* is mailed out. You will also receive a copy of the NACA News with your ad. Upon receipt of your invoice, you will be able to pay directly with a credit card, or you can mail us a check for payment. With this new invoicing process, we will no longer need to collect credit card authorization forms.

Please return your completed order insertion form as soon as possible. If you need anything further, contact me at 240-508-7965, or via e-mail at jthompson@nacanet.org.

I truly appreciate your continued support, and look forward to working with you to bring the best services and products available in the industry, to our members.

Sincerely,

John W. Thompson
Executive Director and CEO
National Animal Care & Control Association

The "Animal Care & Control Today"
2019/20 Advertising Rate Packet

The "Animal Care & Control Today," is published 4 times each year by the National Animal Care & Control Association to provide information of interest to the animal care and control profession. Advertising sponsorship is provided on a space-available basis.

Publication Dates for "Animal Care & Control Today":

- *Spring Issue – Mailing in March
- *Summer Issue – Mailing in June
- *Fall Issue – Mailing in September
- *Winter Issue – Mailing in 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 Sponsorship Rates (See below for discount information)			
	One Time Full Color / B & W	Two Times Full Color / B & W	Four Times Full Color / B & W
Full Page	\$2,850 / \$850 x1	\$2,450 / \$750 x2	\$2,050 / \$650 x4
2/3 Page	\$2,150 / \$750 x1	\$1,750 / \$650 x2	\$1,350 / \$550 x4
1/2 Page	\$1,850 / \$650 x1	\$1,450 / \$550 x2	\$1,050 / \$450 x4
1/3 Page	\$1,450 / \$550 x1	\$1,150 / \$550 x2	\$750 / \$350 x4
½ Col. (B & W only)	/ \$350 x1	/ \$250 x2	/ \$150 x4
¼ Col. (B & W only)	/ \$200 x1	/ \$150 x2	/ \$100 x4

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

Discounts and Commissions: NACA Corporate 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 \$250.

Classified Placement: Classified Ads are not accepted for the *Animal Care & Control Today*.

Payments: All advertisers will receive an emailed invoice when each issue has been mailed. Advertisers will be able to direct pay with a credit card, by following the directions in the email, or must mail a check net 15. Credit Card information will not be collected.

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. Any invoice issued by the Publisher will be accepted as correct unless the Publisher is notified in writing within ten days of billing date.
6. Payments must be made directly to NACA.
7. Accounts delinquent 30 days will be charged interest at the rate of 1.5% per month.
8. 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.
9. Publisher will only be responsible for re-run of incorrect advertisement if notified in writing prior to next deadline.
10. 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.
11. Publisher reserves the right to reject advertisements or any other matter objectionable in character or wording or for any other reason deemed unacceptable.
12. Artwork, photographs, typesetting, layouts and negative work is the responsibility of the advertiser.
13. Artwork, layouts and photography remain the property of the Publisher.
14. Advertisements ordered set, and not used, will be charged for composition.
15. 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.
16. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
17. When change of copy, covered by an uncanceled order, is not received by closing date, copy run in previous issue will be inserted.

For more information or to place an ad, please contact: NACA
40960 California Oaks Rd. #242
Murrieta, CA 92562
Phone: (913) 768-1319 FAX: (913) 768-1378
naca@nacanet.org

The ANIMAL CARE & CONTROL TODAY
2019/20
Publishing Schedule

(Spring 2019)

Ad & Copy Deadline: April 1, 2019
Distribution: May, 2019

(Summer 2019)

Ad & Copy Deadline: June 1, 2019
Distribution: July, 2019

(Fall)

Ad & Copy Deadline: August 1, 2019
Distribution: September, 2019

(Winter)

Ad & Copy Deadline: November 1, 2019
Distribution: December 2019

(Spring 2020)

Ad & Copy Deadline: February 1, 2020
Distribution: March, 2019



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: 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!

ANIMAL CARE & CONTROL TODAY ADVERTISING INSERTION ORDER - 2019

Advertiser: _____ Date: _____

Advertising Agency: _____

Billing Address: _____

Telephone: _____ Fax: _____

Company Contact E-Mail Address (required for billing): _____

Current 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		

ADDITIONAL COLOR (other than black & white):

One	Two	Three	Full Color
-----	-----	-------	------------

RUN DATES(circle all that apply):

SPRING	SUMMER	FALL	WINTER
--------	--------	------	--------

CHARGES:

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

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 ANIMAL CARE & CONTROL TODAY, 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 must supply a valid email address where invoices will be sent.** Invoices are to be paid directly using a credit card, or you must send the NACA Corporate Office a check net 15 upon receiving the invoice. 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. (Please add naca@nacanet.org as an approved sender to avoid invoices going to spam.)
- 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 un-cancelled 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.

Signature

Company

NACA Representative (Approval Only)

Date