



# ANIMAL CARE & CONTROL TODAY

## 2021 ADVERTISING RATES & SPECS

*Animal Care & Control Today* provides information of interest to top decision makers in the animal care and control profession. Advertising sponsorship is provided on a space-available basis.

Publication Dates: Spring Issue - March  
Summer Issue - June  
Fall Issue - September  
Winter - December

**Submit your 2021 insertion order by February 26 to lock in your 20% DISCOUNT on ALL COLOR Ads!**

**That's a savings of \$570 on a one-issue full page color ad (regular price \$2,850 as shown below), or a four-issue total savings of \$1,640 when you reserve space in all four 2021 issues!**

SIZE	ONE TIME	TWO TIMES	FOUR TIMES
	Full Color / B&W	Full Color / B&W	Full Color / B&W
Full Page (7.5" x 10")	\$2,850 / \$850 x1	\$2,450 / \$750 x2	\$2,050 / \$650 x4
2/3 Page (4.25" x 10")	\$2,150 / \$750 x1	\$1,750 / \$650 x2	\$1,350 / \$550 x4
1/2 Page (7.5" x 5")	\$1,850 / \$650 x1	\$1,450 / \$550 x2	\$1,050 / \$450 x4
1/3 Page (4.75" x 4.75")	\$1,450 / \$550 x1	\$1,150 / \$550 x2	\$750 / \$350 x4
1/2 Column (B&W only) *	/ \$350 x1	/ \$250 x2	/ \$150 x4
1/4 Column (B&W only) *	/ \$200 x1	/ \$150 x2	/ \$100 x4

To add spot color to black and white ads, add \$300 per color to B&W prices listed above.

\* Discounts not available for ads smaller than 1/3 page.

• **Member Discount:** NACA Corporate Members receive an additional 15% discount. Make sure you mark the member section on your insertion to receive your discount! No discounts are available for ads smaller than 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 inside front cover, inside back cover, or back cover for an additional \$250.

• **Classified Placement:** Classified ads are not accepted.

\* **Payment:** All advertisers will receive an emailed invoice when each issue has published. Advertisers will be able to direct pay with a credit card by following directions in the email, or must mail a check net 15. Credit card information will not be saved.



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## **NACA Advertising 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 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 are 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.

# Animal Care & Control Today Advertising Insertion Order - 2021

Advertiser:

Date:

Company Contact Name:

Company Contact Email (required for billing):

Advertising Agency:

Billing Address:

Telephone:

Fax:

Current NACA Organizational / Exhibitor Member? ☐ Yes ☐ No

Please insert my order for the following advertisement (mark all choices that apply):

## AD INSERTION SIZE:

☐ Full Page ☐ 2/3 Page ☐ 1/2 Page ☐ 1/3 Page ☐ 1/2 Column\* ☐ 1/4 Column\*

## INSERTION DATES (Mark all that apply.):

☐ Spring / March  
(Art Deadline Feb. 26)

☐ Summer / June  
(Art Deadline May 1)

☐ Fall / September  
(Art Deadline May Aug. 1)

☐ Winter / December  
(Art Deadline Nov. 1)

## SPOT COLOR OPTIONS (in addition to black and white):

(\*1/2 and 1/4 column ads only available in black and white)

☐ Black plus 1 color

☐ Black plus 2 colors

☐ Full color

## PREMIUM PLACEMENT (if available):

☐ Inside Front Cover

☐ Inside Back Cover

☐ Back Cover

## 2021 DISCOUNTS

☐ 2021 Color Discount (-20%)

☐ Current NACA Corporate Member Discount (-15%)

☐ New Year Special Discount (exp. January 30, 2021)



# 2021 NACA DIGITAL MAGAZINE INSERTION ORDER CONTRACT

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

*As an advertiser in 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](mailto: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

