

SAVE up to 30% on Animal Care & Control Today magazine advertising through the end of 2024!
(PLUS, NACA members receive an ADDITIONAL 15% discount.)



Don't miss out!
RESERVE YOUR AD SPACE
TODAY!

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 - April
Summer Issue - July
Fall Issue - October
Winter Issue - January



Since going DIGITAL, our
circulation includes more than
10,000 industry professionals
and affiliate subscribers!
How COOL is THAT?



| AD SIZE | ONE TIME (10% Off) | TWO/THREE TIMES (20% Off) | FOUR TIMES (30% Off) |
|--|-------------------------------|--------------------------------|--------------------------------|
| | Reg. Price / Jan. 2024Special | Reg. Price / Jan. 2024 Special | Reg. Price / Jan. 2024 Special |
| Full Page - 7.5" x 10" | \$2,850 / \$2,565 | \$2,450 / \$1,960 x 2 or 3 | \$2,050 / \$1435 x 4 |
| 2/3 Page - 4.25" x 10" | \$2,150 / \$1,935 | \$1,750 / \$1,400 x 2 or 3 | \$1,350 / \$945 x 4 |
| 1/2 Page - 7.5" x 5" | \$1,850 / \$1,665 | \$1,450 / \$1,160 x 2 or 3 | \$1,050 / \$735 x 4 |
| 1/3 Page - 4.75" x 4.75" | \$1,450 / \$1,305 | \$1,150 / \$920 x 2 or 3 | \$750 / \$525 x 4 |
| 1/4 Page - 4.25" x 5" | (New Size) / \$850 | (New Size) / \$650 x 2 or 3 | (New Size) / \$450 x 4 |
| Black & White Rates 1-4 times: Full Page-\$650 2/3 page-\$550 1/2 Page-\$450 1/3 Page-\$350 1/4 page-\$250 | | | |

- Rates are based on camera-ready art suitable for publication. Additional art, layout, or typesetting changes are the responsibility of the advertiser.
- **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.
- **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.
- Insertion orders must be completed to lock in rate. No additional discounts apply to these special rates.

Contact: Janet Conner, NACA Ad Sales • 816.590.7832 • jconner@nacanet.org



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.

Contact: Janet Conner, NACA Ad Sales • 816.590.7832 • jconner@nacanet.org

Animal Care & Control Today Advertising Insertion Order - 2024

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 / Color or Black & White:

☐ Full Page ☐ 2/3 Page ☐ 1/2 Page ☐ 1/3 Page ☐ 1/4 page ☐ Color ☐ BW

INSERTION DATES (Mark all that apply.):

☐ Spring / April 2024
(Art Deadline Feb. 26)

☐ Summer / July 2024
(Art Deadline May 1)

☐ Fall / October 2024
(Art Deadline Aug. 1)

☐ Winter / January 2024
(Art Deadline Dec. 1)

PREMIUM PLACEMENT (if available, add \$250 per issue):

☐ Inside Front Cover

☐ Inside Back Cover

☐ Back Cover

2024 DISCOUNTS (Mark all that apply.)

☐ 2024 Winter Warm Up Promo Discount

☐ 2024 NACA Member Discount (15%)



2023 NACA DIGITAL MAGAZINE INSERTION ORDER CONTRACT

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 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

