



THE COSTUMER

THE OFFICIAL PUBLICATION OF THE NATIONAL COSTUMERS ASSOCIATION, INC.
LEADERS AND TRENDSETTERS OF THE COSTUME INDUSTRY
NCA Publications • 31 Bramblewood St. • Bridgewater • MA • 02324
800-NCA-1889 • Fax 888-415-8961 • pub@costumers.org

ADVERTISING SPACE CONTRACT

COMPANY: _____

CONTACT NAMES: _____

ADDRESS: _____

CITY: _____ STATE: _____ Zip: _____

PHONE: _____ EXT _____ FAX: _____ 800# _____

WEBSITE: _____ E-MAIL: _____

Advertising Rates

NCA Members receive a 10% discount.

1. CIRCLE ad rate for the ad size/publication you are contracting for:

	Magazine: 1 issue	4 issues	Convention Program & Roster:
1. Inside Full Page (Blk/Wht)	\$160.00	\$152.00	\$135.00
2. Inside 1/2 Page (Blk/Wht)	\$118.00	\$112.00	\$ 107.00
3. Inside 1/4 Page (Blk/Wht)	\$ 95.00	\$ 90.00	-----
4. Inside 1" X 2"	\$ 55.00	\$ 52.00	-----
5. Inside Front Cover (Blk/Wht)	\$193.00	\$180.00	\$ 280.00
6. Inside Back Cover (Blk/Wht)	\$193.00	\$180.00	\$ 280.00
7. Back Cover (Color)	\$320.00	\$300.00	-----
8. Center Spread (Blk/Wht)	\$310.00	\$295.00	-----
9. *Inside 1/4 Page (Color)	\$140.00	\$135.00	-----
10. *Inside 1/2 Page (Color)	\$180.00	\$174.00	-----
11. *Inside Full Page (Color)	\$245.00	\$238.00	-----
12. *Center Spread (Color)	\$330.00	\$310.00	-----
13. Full Page Insert (Color)we print	\$635.00	\$615.00	-----
14. Full Page Insert (you print)	\$310.00	\$300.00	-----
15. Back Cover Roster (Blk/Wht)	-----	-----	\$ 370.00
16. Full Page w/ Tab Roster (B/W)	-----	-----	\$ 170.00
17. Preferred Placement	25% additional charge		

Issue #3
Only

2. Please check (✓) issue(s) for insertion: Year: _____

Issue 1 _____ Issue 2 _____ Issue 3 _____ Issue 4 _____ Roster _____ Convention Program _____
(See next page for issue dates)

3. NCA Member? Yes _____ No _____ *NCA Members receive a 10% discount.*

I understand that if new artwork is not received by the published artwork deadline, prior artwork will be used.

Signature of Authorized person _____

Title _____

Date _____

NCA PUBLICATIONS: Please direct questions regarding **artwork** and **deadlines** to:

*Diane Despopoulos, 31 Bramblewood St., Bridgewater, MA 02324
Phone: 800-NCA-1889, Fax: 888-415-8961, Email: pub@costumers.org*

NCA HEADQUARTERS: Please direct all questions regarding **billing** to:

*Jennifer Skarstedt, 121 N. Bosart Ave., Indianapolis, IN 46201
Phone: 800-NCA-1321 Fax: 317-351-1941, Email: office@costumers.org*



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ADVERTISING SPACE CONTRACT

Ad rates are for space based on receiving ads that are print ready. If the ad requires typesetting, layout, enlarging, reduction, or halftones, it is not print ready and will involve production time. Production charges are separate from, and in addition to, space charges, and will be billed at cost.

AD SIZES:

Magazine:

Full Page: 8 3/4" W. (wide) X 11 1/4" H. (High) (1/8" bleed)
7 1/2" W. X 10" H (No bleed)
One Half-Page Horizontal: 7 1/2" W. X 5"H.
One Half-Page Vertical: 3 3/4" W. X 10" H.
One-Quarter Page: 3 3/4" W. X 5"H.
Inside Front Cover: 8 3/4" W. X 11 1/4" H. (1/8" bleed)
7 1/2" W X 10" H (No bleed)
Inside Back Cover: 8 3/4" W. X 11 1/4" H. (1/8" bleed)
7 1/2" W X 10" H (No bleed)
Back Cover (1/2 Pg): 7 1/2" W. X 5"H.
Back Cover (Full Pg): 8 3/4" W. X 11 1/4" H. (1/8" bleed)
7 1/2" W X 10" H (No bleed)

Membership Roster & Convention Program:

Full Page: 4 1/2" W. X 7 1/4" H.
One Half Page: 4 1/2" W. X 3 1/2" H.
Inside Front Cover: 4 1/2" W. X 7 1/4" H
Inside Back Cover: 4 1/2" W. X 7 1/4" H.
Back Cover: 4 1/2" W. X 7 1/4" H.
Tabbed Page: 4 1/2" W. X 7 1/4" H.

MECHANICAL REQUIREMENTS:

Artwork should be created/sent in 300dpi for grayscale and color. File format must be .tif, .jpg, or hi-res .pdf. All artwork must be complete and in final form. **Do not send ads that are program specific.** All fonts must be included. Color ads must be in CMYK. All files must include a hard copy. Ads that bleed require 1/8" for trim.

GENERAL REGULATIONS:

Closing Date: Contract must be received no less than 60 days prior to the month of publication.

ISSUE	CONTRACT DEADLINE	ARTWORK DEADLINE	RELEASE DATE
February- Issue #1	Dec. 1	Dec. 15	February 1
May- Issue #2	Mar. 1	Mar. 15	May 1
September- Issue #3	July 1	July 15	September 1
December- Issue #4	Oct. 1	Oct. 15	December 1
Roster	Jan. 1	Jan. 15	March 15
Convention Program	May 1	May 15	Convention Registration

Artwork Changes: Advertising artwork may be changed from month to month at no extra charge provided it is received by the artwork deadline, as long as it is final form artwork.

Rate Changes: The National Costumers Association, Inc. reserves the right to change rates effective on the date of such announcement. In the event of revision resulting in an increase, advertisers will be protected from the period of their contract.

Terms: Net 30 days from billing, no discounts (unless specified) and no agency commissions. All checks are to be made out to "National Costumers Association, Inc." and mailed to: NCA Headquarters, 121 N. Bosart Ave., Indianapolis, IN 46201. As Directed by the NCA Board of Directors, any advertising accounts 90 days past due will be turned over to a collection agency. All future advertisements from these accounts must be paid in advance. Ads may be suspended until bill is paid. All returned checks will be charged a fee of \$35.00, or maximum allowable by law, whichever is greater.

Contracts: A signed contract must be on file with the NCA Headquarters, 121 N. Bosart Avenue, Indianapolis, IN, 46201, 800-NCA-1321, 317-351-1940, Fx: 317-351-1941, Em: office@costumers.org, before any space will be reserved for publication. No exceptions will be made for this policy. Your contract will be sent from NCA Publications to Headquarters for filing.

Faxes/Emails: I agree by signing below that I wish to receive faxes and/or emails from the National Costumers Association.

Name of Company: _____ DATE: _____

Signature: _____ TITLE: _____

Office use only:
Date Received: _____ Received By: _____