

# 2021 NCWM-News Advertising Contract



If completing by hand, do so legibly. Illegible forms may delay processing times.

COMPANY INFORMATION									
Check One: <input type="checkbox"/> NCWM Member <input type="checkbox"/> Non-Member									
Member ID:			Contact Name:						
Company:									
Street Address:									
City:				State:		Zip Code:		Country:	
Phone Number:			Fax Number:			Email Address (required):			
UNIT SIZES & RATES (Rates are effective October 1 – September 30 the following year)									
ISSUE #1	ISSUE #2	ISSUE #3	QUANTITY		UNIT SIZE	LIVING AREA	NCWM MEMBER	Non-Member	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Full Page	8 1/2" x 11"	7 1/2" x 10"	\$170	\$340
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			1/2 Page Vertical	4 1/4" x 11"	3 3/4" x 10"	\$110	\$220
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			1/3 Page Vertical	2 4/5" x 11"	2 3/10" x 10"	\$80	\$160
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			1/6 Page Vertical	2 4/5" x 5 1/2"	2 3/10" x 5"	\$55	\$110
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			1/2 Page Horizontal	8 1/2" x 5 1/2"	7 1/2" x 5"	\$110	\$220
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			1/3 Page Horizontal	8 1/2" x 3 2/3"	7 1/2" x 3 1/10"	\$80	\$160
PAYMENT INFORMATION									
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express <input type="checkbox"/> Check Enclosed (made payable to NCWM)									
Account Number:						Exp. Date:		Security Code:	
Billing Address:						Zip Code:			
Name on Card:						Total Amount Enclosed: \$			
DECLARATION OF AGREEMENT									
The undersigned acknowledges that he/she has read the Terms and Conditions related to NCWM. The undersigned represents and warrants that he/she is duly authorized by his/her company to bind it by the Terms and Conditions hereof and agrees that he/she is personally bound and liable pursuant to the Terms and Conditions hereof in the event such authority to bind his/her company does not actually exist. <b>Unsigned contracts will not be accepted.</b>									
Signature			Date			Title			

**Return Completed Contract To:**

1135 M Street, Suite 110 / Lincoln, Nebraska 68508

P. 402.434.4880 F. 402.434.4878 E. info@ncwm.com W. www.ncwm.com

National Conference on Weights and Measures / National Type Evaluation Program  
**2021 NCWM-News Advertising Contract**



**PRODUCT SPECIFICATIONS**

**File Submission**

All files must be submitted electronically to info@ncwm.com. **Preferred format is PDF.**

**File Format**

Accepted formats: High-resolution PDF, InDesign CS3, Photoshop CS3 or EPS file. Only one ad per file. All high-resolution images and fonts must be included. The file must be right-reading, portrait mode and 100% size.

**Proofing**

A proof will be emailed to the address listed on page 1. **An approval is required via email before the advertisement will be published.** Send all approvals to info@ncwm.com.

**Unit Sizes**

See page 1 for complete specifications.



Page



1/2 Page Vertical



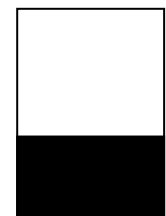
1/3 Page Vertical



1/6 Page Vertical



1/2 Page Horizontal



1/3 Page Horizontal

**Live Area**

Live matter intended to print must be positioned in accordance with the live area spec of the ad.

**CLOSING DATES**

NCWM-News is published three times a year. All ad closings are two months before issue date.

<u>Issue Number</u>	<u>Issue Month</u>	<u>Ad Deadline each year</u>
Issue 1	February	January 15 <sup>th</sup>
Issue 2	May	April 15 <sup>th</sup>
Issue 3	September	August 15 <sup>th</sup>

**TERMS & CONDITIONS**

The following are certain general terms and conditions governing advertising published in the NCWM-News.

- 1) No refunds will be given.
- 2) Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Newsletter.
- 3) If NCWM membership is not renewed, member ad rates will revert to non-member rates.
- 4) NCWM is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers).
- 5) When change of copy is not received by closing date, NCWM reserves the right to print ad from previous issue.
- 6) NCWM may reject or cancel any advertising for any reason at any time. Advertisements simulating the NCWM's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. NCWM reserves the right to mark "advertisement" on copy which readers might confuse with editorial content and to refuse copy which offends good taste or takes unfair competitive advantage.
- 7) All advertisements, including without limitation those for which NCWM has provided creative services, are accepted and published in the Newsletter upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions of the Newsletter and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold NCWM harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions of the Newsletter, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created (collectively "Claims").
- 8) NCWM has the right to insert the advertising anywhere in the Newsletter at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Newsletter (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. NCWM's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- 9) NCWM shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Newsletter because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of NCWM.