

Net Advertising Rates



Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

Size				
Double Page Spread				
Outside Back Cover				
Inside Front or Inside Back Cover				
Full Page				
2/3 Page				
1/2 Page				
1/3 Page				
1/4 Page				
1/6 Page				
1/8 Page				

Premium Advertising Options – Ask your representative for specifications.

Black-and-White Rates

Size				
Full Page				
2/3 Page				
1/2 Page				
1/3 Page				
1/4 Page				
1/6 Page				
1/8 Page				

Ad Size Depictions

	Double Page Spread Bleed	Full Page No Bleed	Full Page Bleed	2/3 Page Horizontal	2/3 Page Vertical
1/2 Page Horizontal	1/2 Page Long Vertical	1/2 Page Vertical/Island	1/3 Page Square	1/3 Page Horizontal	1/3 Page Vertical
1/4 Page Horizontal	1/4 Page Vertical	1/6 Page Horizontal	1/6 Page Vertical	1/8 Page Horizontal	1/8 Page Vertical

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).