



NFSM 2018 ADVERTISING CONTRACT

ADVERTISER INFORMATION

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

NFSA Member? _____ E-mail: _____

(Non-NFSA Members add 20% to all fees.)

AGENCY INFORMATION (IF APPLICABLE)

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

The undersigned agrees to place the following ads in the format(s) and issue(s) indicated in the following table:

FORMAT	QUANTITY								DESIRED ISSUE(S) <i>(Check all that apply)</i>					
	1	2	3	4	5	6	12	24	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
<input type="checkbox"/> DISPLAY ADS	<input type="checkbox"/>		<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> INSERTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> CENTERFOLDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> BELLY BANDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE RETURN SIGNED CONTRACT TO:

Joanne Genadio, Marketing Manager/NFSM Editor
 Email: genadio@nfsa.org
 Tel: 443.863.4399

Signature _____ Date _____

Title _____

TERMS: NET 30 DAYS FROM DATE OF INVOICE

- » The publisher reserves the right to hold the advertiser and/or its advertising agency jointly liable for payment due and for any collection fees that result from collection of a delinquent payment.
- » A first time advertiser in that is not an NFSA member must pre-pay the first ad. Subsequent ads will be billed in the regular billing cycle.

- » To qualify for the 15 percent agency commission, the ad must be provided print-ready as specified by the electronic file requirements and must include any corrections and/or changes

CONTRACT AND COPY REGULATIONS

- » The editor reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. Advertising not easily distinguishable from editorial content must be labeled "Advertisement."
- » If insertion orders or ad requests are not received by insertion order deadline as defined in the NFSM Advertising Rate Guide, most recent ad will be used for that issue.
- » Publication of an advertisement in NFSM does not constitute and shall not be interpreted as an endorsement by the National Fire Sprinkler Association.
- » All and any verbal instructions by the advertiser must be confirmed with NFSM through email or fax within five days.

- » Once signed, contracts are binding through 2018.
- » If invoice is outstanding for 90 days, the publisher reserves the right to suspend any further advertising until balance is paid in full.

N.B.: Advertiser must be a member in good standing at time of invoicing to receive member rates. If, for any reason, member dues are not current, invoicing will be calculated at non-member rates.