

SPFA Conference Daily eNewsletter



About the Conference Daily eNewsletter

Take part in the easiest way to get in front of attendees at the 2015 SPFA Convention and Expo. The *Conference Daily* eNewsletter will be attendees' source of information before, during and after the show. Whether you will be at the conference or not, advertising in the *Conference Daily* eNewsletter will ensure attendees see and remember your product.

Key benefits of advertising in the *Conference Daily*:

- Direct viewers to the landing page of your choice to inform them of what your company has to offer.
- Interact with viewers and facilitate the buying process before, during and after the show.

First-come, first-serve opportunity. ONLY 6 POSITIONS LEFT!

Deadline to participate: January 12, 2015



Leaderboard

6 issues | \$3,000

- Only one spot available - NO ROTATION

Rectangles- 6 available

6 issues | \$2,000

- Six spots available - NO ROTATION

6 issues available

Distributions include:

- 1 pre-show issue
- 4 issues during the convention
- 1 post-show issue

Online Specifications

Leaderboard

- 650 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Rectangles

- 180 x 150 pixels
- JPG only (no animation)
- Max file size 100 KB

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

NAYLOR
ASSOCIATION SOLUTIONS

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Leaderboard

☐ **6 issues** | \$3,000

Rectangles - 6 positions available

☐ **6 issues** | \$2,000

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis. Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (SPF-N9015)

Please sign and return to:

John O'Neil
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Naylor Association Solutions
(770) 810-6959
joneil@naylor.com

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