



MEMBERSHIP ROSTER & BUYERS' GUIDE

DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which the OVCEC Membership Roster & Buyers' Guide is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around the OVCEC Membership Roster & Buyers' Guide with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



The last day to reserve a space is 3/10/2019

Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
Belly Band	<input type="checkbox"/> \$1,799.50	<input type="checkbox"/> \$750	<input type="checkbox"/> \$2,299.50
1-Page (2 surfaces.)	<input type="checkbox"/> \$519.50	<input type="checkbox"/> \$150	<input type="checkbox"/> \$819.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$739.50	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1,239.50
Postcard	<input type="checkbox"/> \$519.50	<input type="checkbox"/> \$150	<input type="checkbox"/> \$819.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

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: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (OVC-R0019)

Please sign and return to:



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Net Advertising Rates

All rates include an Ad Link in the digital edition of the membership directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color	Rates
Full Page	<input type="checkbox"/> \$1,829.50
1/2 Page	<input type="checkbox"/> \$1,099.50
1/4 Page	<input type="checkbox"/> \$629.50

Black-and-White	Rates
Full Page	<input type="checkbox"/> \$1,299.50
1/2 Page	<input type="checkbox"/> \$729.50
1/4 Page	<input type="checkbox"/> \$469.50

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ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

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