



YEARBOOK AD CONTRACT

Form & payment deadline is May 25, 2018

Name of Advertiser _____
 Address _____
 City _____ State _____ Zip _____
 Contact Person _____
 Phone _____ Email _____

Ad Size -- Check your selection

- \$400 for a full page ad (7 1/2" x 10")
- \$200 full page ad for NRLC State Affiliates*
- \$300 for a horizontal half page ad (7 1/2" x 5")
- \$300 for a vertical half page ad (3 3/4" x 10")
- \$250 for a quarter page ad (3 3/4" x 5")
- \$175 for an eighth page ad (3 3/4" x 2 1/2")
- \$50 additional processing fee** -- please read "Tips" below to see if you require it.

Amount

Enclosed \$ _____

Make checks payable to:

National Right to Life Conventions
 512 10th Street, NW
 Washington, DC 20004-1401

quarter page ad 3 3/4" x 5"	vertical half page ad 3 3/4" x 10"
eighth page ad 3 3/4" x 2 1/2"	horizontal half page ad 7 1/2" x 5"

Ad Preparation -- Check your selection

- Use ad from **previous** NRLC convention book – enter year _____
- I would like to **email** an ad.
(Email to abby@nrlc.org, same specifications above apply.)
- I am enclosing a flash drive or CD **AND printout of the ad file**
(300 dpi, PDF, EPS, TIFF, & JPEG formats only.)
- I am enclosing **camera-ready art**
Do not staple or fold artwork or photo
Do not use paper clips or tape on artwork or photo

All ads are subject to approval by the National Right to Life Conventions, Inc. We reserve the right to refuse ads that, in our opinion, do not reflect the character of the convention. NRLC also reserves the option of adding typesetting if needed.

Advertising expenditures to National Right to Life Conventions, Inc. are not deductible as charitable contributions for Federal Income Tax purposes.

TIPS TO ENSURE BEST REPRODUCTION OF YOUR AD

Photos and Artwork: Ads may be printed full color or black & white. Photocopies of photos do not print clearly. Artwork must be at least 300 dpi. Keep in mind that the resolution of an image cannot be increased. Images saved directly from websites are typically 72 dpi and will not reproduce well in print. The processing fee applies if your ad must be created from scratch or recreated through editing.

Business Cards are acceptable for 1/8th page ads. Cards that are printed on colored paper or have embossed type or artwork are subject to the additional processing fee. In addition, if the type point size is small the type must be reset.

*Special pricing for NRLC State Affiliates applies only to full-page ads.