

APPLICATION AND CONTRACT FOR ADVERTISING

NGAUS 144th Conference

August 26-29, 2022
 Greater Columbus Convention Center
 Columbus, Ohio

Contact Information

Company Name.....
 Contact..... Title.....
 Tel..... Fax..... Company Twitter Handle.....
 Email..... Web Site.....
 Address.....
 City..... State..... Zip..... Country.....

Advertising

***Program & Exhibitor Guide:**

<input type="checkbox"/>	Inside Front Cover	\$1,950
<input type="checkbox"/>	Inside Back Cover	\$1,950
<input type="checkbox"/>	Outside Back Cover	\$1,950
<input type="checkbox"/>	Full-page Color	\$1,650
<input type="checkbox"/>	Full-page B.W.	\$1,350
<input type="checkbox"/>	Half-page Color	\$1,050
<input type="checkbox"/>	Half-page B.W.	\$850

Program & Exhibitor Guide Cost: _____

Total Cost: _____

*Ad Purchase Deadline: TBD
 *Artwork Deadline: July 1, 2022

Payment Information

Initials	Deposit and Payment Schedule
	Due by February 24, 2022.....50%
	After May 26, 2022.....100%

Advertisement will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Advertiser.

Email application to:
 Email: ExpoContracts@spargoinc.com
 Fax: 703-563-2691

Need Help? Contact:
ngausexhibits@spargoinc.com
 888-215-2241 | 703-995-2567

Cancellation Penalties

Initials	Cancellation Penalties
	February 24, 2022 - May 26, 2022....50%
	After May 26, 2022..... 100%

Make checks payable to: NGAUS

Mail payments to:
 NGAUS
 ATTN: Financial Operations
 One Massachusetts Avenue, NW Washington DC 20001

Phone Number: 202-789-0031

I, the undersigned, hereby make Application for Advertising, at NGAUS 2022. I am an authorized representative of the company/organization with the full power and authority to sign and deliver this application. The company/organization listed on this application agrees to comply with the NGAUS 2022 Rules and Regulations and all policies, adopted by the National Guard Association of the United States hereafter. Advertiser agrees to receive all written and electronic correspondence from NGAUS, SPARGO, Inc. and official event contractors in reference to NGAUS 2022 and future NGAUS events. This application will become a contract upon Advertiser's authorized signature and NGAUS's acceptance and approval.

Advertiser Signature..... Date.....
 Printed Name..... Telephone.....

Ad Specifications

NGAUS 2022 Program

Booklet trim size = size 4.25 x 8.75 inches, process color throughout

AD SIZES

Full Page ad:

Trim Size: 4.25 x 8.75 inches

Live area = 3.25 x 8.25 inches

For full bleed ads allow full page size (4.25 x 8.75) plus 1/8 inch bleed trim on all sides (i.e., with bleed, 4.5 x 9).

Half Page ad:

Ad size = 3.25 x 4.125 inches

AD SIZE FOR COVER FLAPS ONLY

(Folded over part of cover 1 and cover 4. All other ads use specs above)

Full Page ad:

Trim size 3.875 x 8.75

Live area = 3.5 x 8.25 inches

For full bleed ads allow additional 1/8 inch bleed trim on all sides (i.e., with bleed, 4.125 x 9).

FILE FORMATS

All files should be provided as high resolution (300 dpi) CMYK color (or in the case of black and white ads, in grayscale) with all images and fonts embedded. File formats accepted, in order of preference:

- 1) Adobe Acrobat (.pdf) press quality
- 2) Encapsulated postscript file
- 3) Photoshop .psd file (not recommended, makes huge files).