

DIGITAL ADVERTISING INSERTION ORDER/CONTRACT

Complete this form, pages 1 and 2, and submit to NAILBA

Advertising Company Contact Information

Client/Advertiser Name _____
Address _____
City/State/Zip Code _____
Contact Name _____
Contact E-mail _____
Phone _____ Fax _____
Website _____
☐ Check if this is a new address

Billing Information (if different from above)

Contact Name _____
Address _____
City/State/Zip Code _____
Contact E-mail _____
Phone _____ Fax _____

Advertising Agency Contact Information

If an advertising agency is involved in this order, the section below must be completed at the time the order is submitted.

Name _____
Address _____
City/State/Zip Code _____
Contact Name _____
Contact E-mail _____
Phone _____ Fax _____
Website _____
☐ Check if this is a new address

Payment Information

See payment terms on the reverse side of this form. Advertiser or agency is responsible for notifying NAILBA of a change in billing contact.

TOTAL AMOUNT DUE \$ _____

☐ Check # _____ ☐ Visa ☐ MasterCard ☐ American Express

Card Number _____

Exp. Date _____ Security Code _____

Name as it appears on card (Please print) _____

Signature _____

Mail NAILBA
11325 Random Hills Road, Suite 110 • Fairfax, VA 22030

Fax 703.383.6942 E-mail shaning@nailba.org

QUESTIONS? 703.383.3068

NAILBA Websites

Please check the box below to indicate your ad size and frequency.

Medium Rectangle	1 mo.	3 mo.	6 mo.	12 mo.	TOTAL
One website	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,000	_____
Two websites	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$10,000	_____
All sites	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$9,500	<input type="checkbox"/> \$14,400	_____

Skyscraper	1 mo.	3 mo.	6 mo.	12 mo.	TOTAL
One website	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$3,600	<input type="checkbox"/> \$5,400	_____
Two websites	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,700	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$9,000	_____
All sites	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$8,400	<input type="checkbox"/> \$12,600	_____

Leaderboard	1 mo.	3 mo.	6 mo.	12 mo.	TOTAL
One website	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,600	_____
Two websites	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$5,500	_____
All sites	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$9,000	_____

Banner	1 mo.	3 mo.	6 mo.	12 mo.	TOTAL
One website	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,700	_____
Two websites	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,600	_____
All sites	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$6,200	_____

Website: ☐ nailba.org ☐ nailba.org/nailba35 ☐ network.nailba.org

Desired URL Link _____

Ad Run Dates Start _____ End _____

NAILBA Network Discussion and Daily Digest Email

Number of weeks _____ X \$500/wk = _____ TOTAL

Desired URL Link _____

Ad Run Dates Start _____ End _____

NAILBA 35 Exhibit Hall Website

Please check the box below to indicate your ad selection. TOTAL

<input type="checkbox"/> Floor Plan Banner Ad - Exclusive (through January 2017)	\$6,000
<input type="checkbox"/> Floor Plan Banner Ad - up to 3	\$3,500

Desired URL Link _____

NAILBA Now Banner Ad

Please check the box below to indicate your frequency. TOTAL

<input type="checkbox"/> 1 month run	\$1,500	<input type="checkbox"/> 9 month run	\$6,700	_____
<input type="checkbox"/> 3 month run	\$2,900	<input type="checkbox"/> 12 month run	\$8,500	_____
<input type="checkbox"/> 6 month run	\$4,900			_____

Desired URL Link _____

Ad Run Dates Start _____ End _____

All online ads must be delivered three (3) business days prior to campaign start.

Online ads will be posted upon receipt of full payment.

TOTAL AMOUNT DUE (Online) \$ _____

See reverse side for terms, conditions, and required signature.

DIGITAL ADVERTISING INSERTION ORDER/CONTRACT TERMS

NAILBA Digital Advertising placements will commence on the date mutually agreed upon by the advertiser and NAILBA, upon receipt of full payment. Full payment for advertising on NAILBA's websites (NAILBA.org, NAILBA Network and the NAILBA 35 website) and in NAILBA Now is due no more than 10 days after the order is submitted. Failure by advertiser or ad agency to submit artwork or payment by agreed upon date will void agreement. No refunds will be provided for any online advertising.

Advertiser agrees to indemnify NAILBA from any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. NAILBA's liability is limited to extension of contract by period of time ad failed to display properly if any proven or admitted errors or omissions have occurred.

Advertiser is responsible for providing all information and digital artwork to meet NAILBA's specifications.

NAILBA reserves the right to determine the suitability of all ads submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria.

By signing below, you are indicating that you have read and agree to the above terms and are authorized to enter into this Agreement.

Advertiser Signature/Date

Advertising Agency Signature/Date