

# 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.**

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Advertiser Signature/Date

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Advertising Agency Signature/Date