



# Music Biz 2012 Official Guide

## SPACE RESERVATION, AD SPECIFICATION & PAYMENT FORM

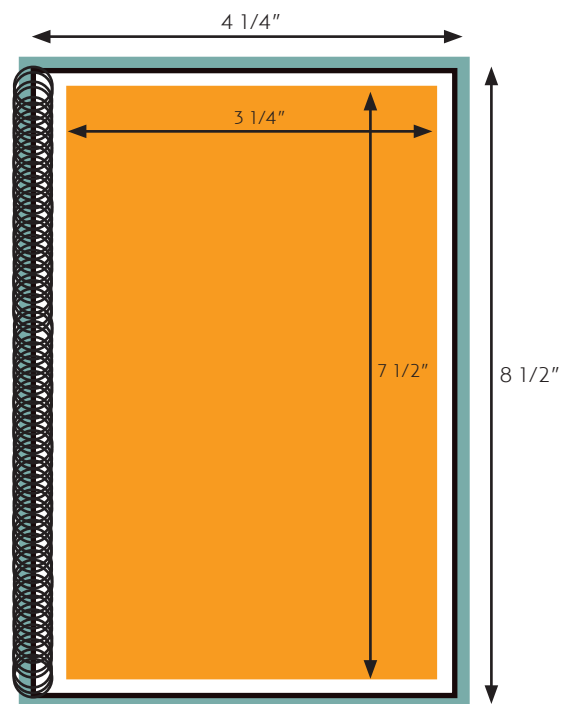
The "Official Guide," which serves as the exclusive directory for Music Biz 2012, is a prime vehicle to generate awareness for your company and products. Distributed to every attendee at the event registration, this wire-o bound guide is used as a year-round industry reference.

### Advertising Rates

Size	Member Prices	Non-Member Prices
Full Page	\$995	\$1,995
Back Cover	\$2,495	\$3,495
Inside Front Cover	\$2,495	\$3,495
Opposite Inside Front Cover	\$2,495	\$3,495
Inside Back Cover	\$1,995	\$2,995
Last Page	\$1,495	\$2,495
1/2 Page	\$495	\$995

### Advertising Dimensions

- The "Official Guide's" trim size is 4-1/4" X 8-1/2."
- The "Official Guide" is wire-o bound. Note: Allow a 1/2" text margin on all sides of the ad for trimming and binding purposes. Graphics may be set in these areas; however, text may be cut in the trimming and binding of the book. Text placement should be within a 3-1/4" X 7-1/2" working space.
- Covers and full-page ads that bleed must have a 1/8" bleed on all sides, making the finished file 4-1/2" X 8-3/4." Non-bleed covers and full-page ads must allow for the books margins, trimming, and binding. Non-bleed ads will be placed in the page's 3-1/4" X 7-1/2" working space.
- Half page ads should measure 3-1/2" X 3-5/8."



- - Total size with bleed: 4-1/2" x 8-3/4"
- - Trim size is 4-1/4" x 8-1/2"
- - Safe zone 3-1/4" x 7-1/2" (All text should stay within this line)

### Ad Specs

- Save ads as high-resolution (300 dpi), grayscale or CMYK .pdf, .tif or .jpeg files.
- Files smaller than 15MBs can be sent via e-mail to hennessey@narm.com. Place larger files on an FTP server and email download instruction to hennessey@narm.com.
- Color proofs must be supplied for all ad materials even those submitted via e-mail. Without an accurate color proof, NARM cannot be held responsible for the outcome of the color. Mail proofs to NARM, 9 Eves Dr., Ste. 120, Marlton, NJ 08053.
- NARM is not responsible for the final reproductive quality of any materials provided to NARM that do not meet the defined specifications listed here.

### Space Reservation, Payment and Materials Are Due

**March 30, 2012**

There will be a 50% charge for all ads that are cancelled after March 16, 2012.

# 2012 Official Guide Advertising Contract

Advertiser Company \_\_\_\_\_

Contact \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Web Site \_\_\_\_\_

## Ad Size Specification

Please check which size ad you would like to purchase and submit:

	<u>Member</u>	<u>Non-Member</u>
Full Page	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,995
Back Cover	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$3,495
Inside Front Cover	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$3,495
Opposite Inside Front Cover	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$3,495
Inside Back	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$2,995
Last Page	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$2,495
1/2 Page	<input type="checkbox"/> \$495	<input type="checkbox"/> \$995

## Payment Method

Payment must be received by March 30 for ads to be placed in the "Official Guide."

TOTAL \$ \_\_\_\_\_

My check made payable to 'NARM' is enclosed.

Invoice Me

Please charge my:

MasterCard

VISA

American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card in Name of \_\_\_\_\_ 3-Digit Code on Back of Card \_\_\_\_\_

Signature \_\_\_\_\_

## Contract Authorization

I have read and agree to all the terms/specifications of advertising in the 2012 "Official Guide."

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## Important Information

- If paying by credit card, fax contract to 856.596.3268.
- If paying by check, please mail checks to: NARM, 9 Eves Dr., Ste. 120, Marlton, NJ 08053.
- E-mail artwork to hennessey@narm.com.
- Sales & Design Questions – Contact Nicole Hennessey at 856.596.1803 or hennessey@narm.com.