

“The Voice” of the Nebraska Grocery Industry

Published and Printed by the Nebraska Grocery Industry Association
5935 South 56th Street, Suite B, Lincoln, NE 68516-3301
(402) 423-5533 in Lincoln or (800) 433-6742

2008 Annual Advertising Rate Sheet/Space Reservation Form

Please check all that apply:

		Single Issue Contract	Annual Contract 6 Issues
Black Ink:			
Full	7” wide x 9 ½” high (black & white)	\$382	\$1910
Half Page	3 ½” wide x 9 ½” high (black & white)	\$234	\$1152
Half Page	7” wide x 4 ½” high (black & white)	\$234	\$1152
Quarter Page	3 ½” wide x 4 ½” high (black & white)	\$133	\$ 658

Color Ink:

Black ink plus one color: **add \$206 per page** (list color: _____ color #: _____)

Full Color: **add \$292 per page**

Prime Space:

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- Advertising placed on inside front or back cover (limited availability): add \$59
- Advertising placed on outside back cover (limited availability): add \$79
- Advertising placed on centerfold; right or left (limited availability): add \$59

NON-Members add 20%

Please check the issues for which you would like to purchase advertising:

<u>Edition</u>	<u>Copy Deadline</u>	<u>Edition</u>	<u>Copy Deadline</u>
Jan/Feb	Dec 1	July/Aug (conference)	June 1
March/April	Feb 1	Sept/Oct	Aug 1
May/June (member directory)	April 1	Nov/Dec (post conference)	Oct 1

Distribution: mailed third class to over 1200 retail grocers, wholesalers and suppliers to the grocery industry across the State of Nebraska and surrounding areas. Publication mailed first week of even numbered month, i.e. January/February issue mailed first week of February.

Mechanical Requirements: Trim size 7 7/8 X 10 7/8; Printed by offset using original art, negatives, veloxes or repros. Line Screen: 138.

Agency Commission is 15%. Agency is authorized to deduct 15% commission from payment.

Editor reserves the right to reject any and all advertising copy, which it may deem unacceptable. Rate subject to change without notice, except on annual contracts. Placement of advertising is at the discretion of the editor. Editor and The Voice cannot be held liable for acts of God that prevent publishing of magazine. Advertisers will receive a statement immediately following publication of each issue along with a copy of the magazine in which the ad appears.

Contact Name _____ E-mail _____

Company Name _____ Phone _____

Mailing Address _____ City _____ State _____ Zip _____

Signature (required): _____ Date _____

In order to reserve advertising space please complete this form, keep a copy for your files, and remit to:

NGIA, 5935 S. 56th St., Suite B, Lincoln, NE 68516-3301

(402) 423-5533 or (800) 433-6742

(For NGIA Use Only) Total to be billed per issue based on information provided above: \$ _____