

# National Electronics Service Dealers Association 2008 NPSC Guidebook

3608 Pershing Ave., Fort Worth, TX 76107-4527  
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## 2008 Edition Advertising Rates

Space .....	Rate
Centerfold (one available) .....	\$1,000
Back Cover (one available).....	1,000
Inside Cover Pages (two available).....	500
Full Page .....	300
One Half Page.....	220
One Quarter Page.....	150
Business Card with Photo .....	90
Photo with Name Only .....	65
Business Card Only .....	40
2-color Surcharge (per page) .....	400
1-color Surcharge (per page) .....	350
Process 4-color (full color) Surcharge (per page).....	600

*To calculate rate for additional colors,  
add the surcharge amount to the space rate given above.*

### Maximum Dimensions – In Inches

Centerfold .....	16x10
Full Page .....	7.5 x 9.5
One Half Page.....	7.5 x 4.625
One Quarter Page.....	7.5 x 2.15
Business Card .....	2 x 3.5
Photo (headshot) .....	2 x 1.7

*Prices listed are for camera-ready copy. Any make-ready work necessary  
will be billed at actual cost.*

***Closing date for advertising is June 1, 2008. The  
Guidebook will be distributed at NPSC 2008 in  
Buffalo, July 29 – August 2, 2008***

**Mechanical Requirements:** 133-line screen preferred, 150 acceptable. **Colors available:** standard PMS or 4-color process (back cover, inside covers, center spread, or in inserted center section). **Negatives:** right reading, emulsion side down, reproduction proofs or fully camera-ready art.

**Preferred Material:** Camera-ready copy may be sent on positive paper or negative film. Laser-printed copy desirable over inkjet. If on disk, PC formatted preferred, PDF, TIF or EPS. ZIP, floppy disk, CD, or e-mailed accepted. Mac-formatted disks acceptable. **Please provide a printed hard copy of all submitted advertising for verification purposes. If ad is in color, please provide color copy.**

**Cancellations:** Whenever advertising copy or a scheduled change in ad copy covered by an uncanceled insertion order has not been received, for any reason, by NESDA on the scheduled closing date for materials, the publisher will fill the reserved space with (a) copy or an acknowledgment produced by the publisher on behalf of the advertiser; or (b) a house ad available to the publisher that fits the reserved space. The advertiser will remain liable for payment at the scheduled rate.

**Other Conditions:** Publisher reserves the right to limit the size of space to be occupied by an advertisement. Any oversized ad received with any dimension exceeding the specifications of the designated size may be mechanically or photographically reduced by the publisher without notice. Space reservations may not be cancelled after the advertising closing date (June 1, 2008).

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## 2008 Convention Guidebook Order Form

Please enter our order for ad space in the 2008 edition of the Convention Guidebook, which will be distributed at the National Professional Service Convention in July, 2008. Our instructions as to size and location are as follows:

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Our artwork (film or stat) will be delivered to the address above by \_\_\_\_\_.  
(Deadline for submission of Guidebook artwork is June 1, 2008.)

Check is enclosed.

Please bill us using Purchase Order # \_\_\_\_\_.

I wish to pay with MasterCard/Visa.

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Billing Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Please make checks payable to NESDA. All funds produced by advertising placed in this publication are subject to audit by NESDA. Special requests, questions and/or further discussion are welcome by e-mail, phone, or fax. Your support is truly appreciated and is a major factor in the ongoing success of NPSC.