



73rd National Square Dance Convention®

Milwaukee, WI

June 26-29, 2024

73rd NSDC Program Book Advertising Space Contract

Advertiser: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

(We) offer to purchase advertising space in the Program Book / Daily Schedule Booklets for the 73rd National Square Dance Convention® to be held in Milwaukee, WI in June of 2024 for the advertisement of the above listed advertiser in accordance with the ad sizes listed below and in accordance with the rates, terms and conditions listed. *(No alcoholic beverage advertisements will be accepted.)*

Please indicate by circling the advertisement size and color format desired:

Program Book Only

Book Size: 8.5" x 11"

Location and/or size	Black & White	Color
*Outside Back Cover (7.5" x 10")		\$600
*Inside Back Cover (7.5" x 10")		\$400
*Inside Front Cover (7.5" x 10")		\$400
Full Page Inside Book (7.5 x 10")	\$200	\$300
Half Page, Horizontal (7.5" x 4.75")	\$100	\$150
Half Page, Vertical (3.75" x 10")	\$100	\$150
Quarter Page (3.75" x 4.75")	\$ 65	\$ 80
Business Card (3.5" x 2")	\$ 30	\$ 40

**First Come Basis*

Daily Schedule Only

Book Size (4" x 5.75")

Location and/or size: Black & White	Wed./Thurs. Only	Fri. Only	Sat. Only	All 3
Inside Pages (3.5" x 5")	\$200	\$200	\$200	\$400
Half Page (3.5" x 2.5")	\$125	\$125	\$125	\$250
Center Pages (3.5" x 5")	\$200	\$200	\$200	\$400

Location and/or size: Color	Wed./Thurs. Only	Fri. Only	Sat. Only	All 3
*Outside Back Cover (3.5" x 5")	\$295	\$295	\$295	\$800
*Inside Back Cover (3.5" x 5")				\$600
*Inside Front Cover (3.5" x 5")				\$600

**First Come Basis*

(continued on back)

Complete form and pay online at: 73nsdc.com/programbookad

OR if Paying by Mail: Send contract, payment in full and copy of layout to:

Mary Albrecht, Vice Chairman of the Program Book
522 N. Sherman Ave, Madison WI 53704
Or email to: mary.albrecht@73nsdc.com

Check Enclosed # _____ (Payable to 73NSDC)

Name on Card: _____

Credit Card No: _____ Zip Code: _____

Expiration Date: _____ CVV: _____

Authorized Signature: _____

Agreement and Specifications:

It is agreed that prices above are for advertising space only. Advertiser's copy and graphics are preferred in digital form, but other formats can be accommodated. Each advertiser should submit, as a minimum, a rough draft of their ad, showing the general idea and layout as well as digital jpeg, png or pdf format. Any unusual modifications required for the advertisement will result in an additional fee, which is not included in this agreement.

Requests for specific positions in the program book will be honored whenever possible at the discretion of the 73rd National Square Dance Convention® (73rd NSDC). All advertising copy is subject to acceptance by the 73rd NSDC and advertisers agree to indemnify, hold harmless and defend, at their expense, the 73rd NSDC, its officers, employees, successors, and assigns from and against any claims or lawsuits for libel or slander, violation of rights, copyright violations or copyright infringements, or other suits predicated on the content of any advertisement.

If for any reason the advertiser's ad does not appear as agreed, the advertiser's total recovery is hereby agreed to be limited to the lesser of refund of the price paid by the advertiser for the ad, or the difference in the price of the ad as printed (according to the above schedule) and the amount actually paid.

Camera-ready copy should be emailed to mary.albrecht@73nsdc.com

Agreement, camera copy, and payment in full must be submitted before February 15, 2024.

Agreed as to the terms set out above, subject to final approval of the copy and layout.

Advertiser's Authorized Signature

Date

Advertiser's Printed Name

Title

Mary Albrecht, Vice-Chairman Program Book, 73rd NSDC Signature

Date

For questions about your ad placement, ad layout or digital camera copy please contact:

Mary Albrecht, Vice Chairman of the Program Book & Director of Layout: mary.albrecht@73nsdc.com or 608-249-7535