

1. Choose a Method of Reserving Ad Space

Fax completed form to: **402.488.4014**

Mail completed form to:

*Nebraska Restaurant Association
1610 S. 70th Street, Suite 101
Lincoln, NE 68506*

Contact Brandy Nielson 402.488.3999
or bnielson@windstream.net

2. Complete Insertion Order Information

Advertiser

Advertising Contact

Phone

E-mail

Website

Billing Information

Contact

Company Name

Mailing Address

City

State

Zip

Phone

Fax

4.

Fill in all blanks for each month ad will run

2010	Insertion Order Deadline	Ad size and horizontal or vertical (1/2v)	Color or black/white	Expect a <u>new</u> ad or <u>pickup</u> previous ad	New Materials Deadline	Cost/ad
1st Quarter (January)	12/5/09				12/10/09	
2nd Quarter (April)	3/5/10				3/10/10	
3rd Quarter (July)	6/5/10				6/10/10	
4th Quarter (October)	9/5/10				9/10/10	

3. Determine Ad Size & Rates

(Please take discount for the number of ads reserved in one year) MEMBERS! Take a 10% discount!

Size	1 issue	2 issues	4 issues
Full page			
4-color	\$720	\$690	\$635
b/w	\$630	\$585	\$545
1/2 page (horizontal or vertical)			
4-color	\$585	\$520	\$475
b/w	\$495	\$405	\$365

1/4 page (vertical only)			
4-color	\$405	\$365	\$340
b/w	\$340	\$295	\$275

Business Card Size (vertical only)			
4-color	\$340	\$315	\$290
b/w	\$270	\$225	\$205

Back Cover - Full page			
4-color	\$810	\$765	\$745

Inserts
\$365 per page, one or two sided provided, 8.5" x 11"

Advertising is first come, first serve. Guarantee an ad position by purchasing in advance. Contact Brandy at 402.488.3999 for position in specific issues.

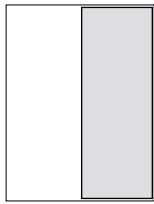
5.

Signature

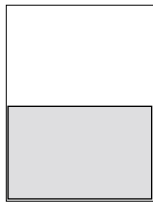
Date

I/we hereby submit to the Nebraska Restaurant Association the above advertising subject to the terms and conditions specified on page 2

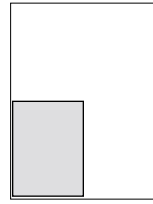
1. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof.
2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time. Publisher reserves the right to decline any advertisement that it judges for any reason to be inappropriate or undesirable.
3. Copy that is in variance with official Nebraska Restaurant Association records or agreements must be verified by the Nebraska Restaurant Association and may be changed as necessary to meet the requirement of the Association.
4. Any materials provided by the advertisers that do not conform to mechanical requirements and specifications will be converted at the advertiser's expense and without notification. If advertisers wish to proof their ad, there will be an additional fee.
5. Changes from a previous advertisement must be received by the material due date and must be accompanied by a new insertion order, or the ad will run as previously printed.
6. Cancellations or changes may not be made by the advertiser or agency after the material due date.
7. New advertisers must send first payment upon material due date. Prior advertisers will receive an invoice after the ad is published. Subsequent ads will not be run if previous ad is not paid within 60 days of invoice.
8. Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which was published.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
10. Publisher is not liable for delays in production, publication, or distribution in the event of act of God, labor disputes, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption, work slow down, or any condition beyond the control of the publisher affecting production or delivery in any manner.



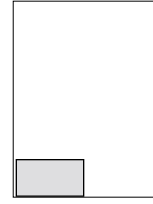
1/2 v page



1/2 h page



1/4 page



Business card size

Ad size	Horizontal (w x h)	Vertical (w x h)	Bleed (Trim plus 1/8 on all sides, top & bottom)	Trim (Actual Document Size)
2-page spread	N/A	N/A	Create two facing full-page ads with no bleed in the center gutter between pages	Inches: 8.5 x 11
Full page	N/A	N/A	Inches: 8.75 x 11.25	
1/2 page	7.25" x 5"	3.5" x 9.75"	N/A	
1/4 page	5" x 3.5"	N/A		
Business Card Size	3.5" x 2"			

Digital Formats:

- Preferred format: QuarkXPress (MAC) files, along with any necessary fonts and linked graphics.
- Note: Files created on a PC, especially those created using MS Word or MS Publisher, should be supplied in high-res PDF format to ensure proper output
- Also accepted:
 - High-res PDF with fonts embedded (see PDF Specifications, below)
 - TIFF, EPS or JPG files

PDF Specifications:

- Please create print-optimized PDFs using Acrobat Distiller, all fonts embedded.

Color: For color ads, images and tints must be converted to CMYK; no spot colors or RGB

Image Resolution

- Halftone (CMYK or grayscale) scans: 300 dpi
- Line Art (bitmap) scans: 1200 dpi preferred; no lower than 600 dpi accepted

Fonts

- Type I fonts are preferred.
- All stylized fonts (bold, italic) should be converted to true font (Times Bold, Palatino Italic)
- Embed all fonts in PDF files are supplied (make sure Distiller is set to embed 100% of all fonts used)
- If using a font utility or FlightCheck to collect fonts, please do not choose to place all screen fonts in one suitcase. Screen fonts should be collected as separate files.

Submitting Ads

- Label media with advertiser's name, publication issue, and designer's name and phone number
- Media: CD-ROM preferred; 3.5 inch floppy disks (PC only), 100 MB or 250 MB Zip disks, and e-mail attachments under 3 MB also accepted
- Mail hard copy (black/white only) to the Nebraska Restaurant Association
- Copy changes from a previous advertisement must be received by the material due date and must be accompanied by a new insertion order, or the ad will run previously printed

Payment

- Initial placement cannot be reserved without prepayment (Visa, MasterCard, AMEX, Discover, Diner's, check, or money order)
- Delinquent Accounts over 60 days: advertisers will forfeit their discount and advertising space until balance is paid in full

Verification: Copy that is submitted to the Nebraska Restaurant Association that does not conform to the specifications stated above may be changed as necessary to meet the requirements of the Association without the consent of the advertiser.