

NAID® 2011 BUYER'S GUIDE

LISTING & ADVERTISING INFORMATION

General Info

Questions? (602) 788-6243 x205 or advertising@naidonline.org

- 1) Only NAID Members may advertise in NAID 2011 Buyer's Guide
- 2) Buyer's Guide will be mailed out to all NAID members and prospects in October 2010 and all inquiries to NAID throughout the year – approx. 5000 buyers
- 3) Sections within the Buyer's guide will be by CATEGORIES ONLY (there will be no section listing all members):
PRODUCTS & SERVICES

Air Quality/HVAC Systems Balers, Baling Wire & Tying Systems Cabinets & Consoles, Security Carts & Collection Containers CCTV, Surveillance, Security & Alarm Systems Consultants Conveyors, Sorters & Handling Equipment Data & Records Management Services Debt Collection Destruction Equipment, Mobile Destruction Equipment, Plant-based** Destruction Equipment, Repair & Parts Destruction Equipment/Systems, Computers, Electronics & Digital Media Destruction Services, Electronics & Products	Drug Screening & Training Programs Employee Screening Services Financial Services Fire Detection & Suppression Systems Franchise & Conversion Opportunities Insurance Providers Marketing & Promotional Services Mergers & Acquisitions Paper Recyclers, Mills, & Brokerage Firms Records Storage Equipment* Recyclers, Non-Paper Software & Database Management**(Andrews Software) Trucks/Vehicles & GPS/Fleet Management
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- 4) There will be NO limit to the number of listings or ad placements sold - use *Additional Listings* or *Additional Ads* forms to submit these. The number of ads within a category may be limited. For best placement, return form as soon as possible – **ads will be assigned on a first received, first assigned basis.**
- 5) Each NAID Associate Member will receive one complimentary basic business listing in category identified on the Selection Form. If member fails to return the form indicating their category, NAID will list at their discretion.
- 6) Return completed Selection Form by AUGUST 16, 2010.
- 7) Advertising Artwork Submission Deadline: AUGUST 31, 2010

LISTING Options, Specifications & Rates

Member must return Selection Form indicating CATEGORY for 1st listing (and all additional listings).

Basic Listing	1 st listing @ \$0 and additional basic listing @ \$110 per category		
PROFILE	60 word or less company profile @ \$175		
BOLD Listing:	Black Bold @ \$140	OR	Color Bold (red, green or blue) @ \$230
BOXED Listing:	Box (same color as listing) @ \$115		
Logo or Graphic:	Vertical picture (1.25"h X 1.0"w) @ \$175	OR	Horizontal picture (0.75"h X 3.25"w) @ \$230

ADVERTISING Placement Opportunities, Specifications & Rates

ADS ARE PLACED/ASSIGNED ON FIRST RECEIVED, FIRST ASSIGNED BASIS

Publication Size: 8.5" x 11"

All copy should be provided in electronic formats (TIFF, JPEG, EPS) at a minimum 300 dpi resolution.

Inside Front Cover	8" x 10.5"	2 Full Facing Pages	14.5" x 10"
Outside Back Cover	8" x 10.5"	Full Page	7.25" x 10.0"
Inside Back Cover	8" x 10.5"	Half Page	7.25" x 4.5"
		Quarter Page	3.25" x 4.5"

Premium Ad Placement Rates –full 4-color ads

COVER:	Inside-Front-Cover Shred-Tech	\$2,540
	Outside-Back-Cover Intek	\$2,310
	Inside-Back-Cover Jake, Connor & Crew	\$2,540

NON-Premium Ad Rates - black & white

COLOR ADDED :	2-Color Ad	\$345
	4-Color Ad	\$575

CATEGORY ADS – ads appearing within Category indicated; these may have limited availability.

First Full Page Ad in Category	\$2,310
2 Full Facing Pages in Category	\$3,000
Full Page in Category	\$1,730
Half Page in Category	\$1,545
Quarter Page in Category	\$1,430

RUN OF GUIDE ADS - as placed throughout the guide

2 Full Facing Pages	\$1385
Full Page	\$ 745
Half Page	\$ 575
Quarter Page	\$ 460

DISCOUNTS are available for current NAIDnews Advertisers:

15% for Advertisers using SAME Ad copy OR 10% for NAIDnews advertisers submitting NEW Ad copy

**** First Full Page Ad in Category is reserved for company indicated in parenthesis () after the category listings above.**

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ADVERTISING INSERTION FORM

Use this form to RESERVE AD SPACE in the NAID 2011 Buyer's Guide.

Questions? Call: (602) 788-6243 x205 Email: advertising@naidonline.org

- 1) **Ads are placed/assigned on a first received, first assigned basis**
- 2) Return completed form by AUGUST 16, 2010
- 3) Email ad copy to advertising@naidonline.org by AUGUST 31, 2010

Ad Specifications & Categories

- a) See the Information Form for advertising specifications
- b) Sections within the Buyer's Guide will be by CATEGORIES ONLY (there will be no section listing all members):
- | | |
|---|---|
| <p>PRODUCTS AND SERVICES</p> <ul style="list-style-type: none"> Air Quality/HVAC Systems Balers, Baling Wire & Tying Systems Cabinets & Consoles, Security Carts & Collection Containers CCTV, Surveillance, Security & Alarm Systems Consultants Conveyors, Sorters & Handling Equipment Data & Records Management Services Debt Collection Destruction Equipment, Mobile * Destruction Equipment, Plant-based Destruction Equipment, Repair & Parts Destruction Equipment/Systems, Computers, Electronics & Digital Media | <ul style="list-style-type: none"> Destruction Services, Electronics & Products Drug Screening & Training Programs Employee Screening Services Financial Services Fire Detection & Suppression Systems Franchise & Conversion Opportunities Insurance Providers Marketing & Promotional Services Mergers & Acquisitions Paper Recyclers, Mills, & Brokerage Firms Records Storage Equipment Recyclers, Non-Paper Software & Database Management ** (Andrews Software) Trucks/Vehicles & GPS/Fleet Management |
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Ad Rates & Selection

NAID Member Company: _____ Date: _____

Contact: _____ Email: _____

Phone: _____ Web: _____

PREMIUM AD PLACEMENTS –full 4-color ads

COVER:

Inside Front Cover - Shred-Tech	\$2,540
Outside Back Cover - Intek	\$2,310
Inside Back Cover - Jake, Connor & Crew	\$2,540

NON-PREMIUM ADS – black & white

COLOR ADDED :

<input type="checkbox"/> 2-Color Ad	\$345
<input type="checkbox"/> 4-Color Ad	\$575

CATEGORY ADS

Category 1st Choice: _____

2nd Choice: _____

- First** Full Page Ad in Category \$2,310
***First Full Page Ad is reserved for company indicated in parenthesis () after the category listings above.*
- 2 Full Facing Pages in Category \$3,000
- Full Page in Category \$1,730
- Half Page in Category \$1,545
- Quarter Page in Category \$1,430

RUN OF GUIDE ADS

These ads will be placed throughout the guide

<input type="checkbox"/> 2 Full Facing Pages	\$1,385
<input type="checkbox"/> Full Page	\$ 745
<input type="checkbox"/> Half Page	\$ 575
<input type="checkbox"/> Quarter Page	\$ 460

DISCOUNTS

(applied to Ad total)

- 15% for NAIDnews Advertisers using SAME Ad copy (please indicate which ad to be used): 10% for NAIDnews advertisers submitting NEW Ad copy

Payment & Order

June 09 Ad Sept 09 Ad

Please INVOICE us – full payment due by August 31, 2010 **Total Payment (this form) USD\$** _____

AmEx MasterCard Visa Acct No.: _____ Exp Date: _____

Name on Card: _____ Signature: _____

FAX to: (602) 788-4144

Mail to: NAID, 1951 W. Camelback Rd, Suite 350, Phoenix, AZ 85015

NAID Use Only

Priority: _____ Form Rec'd: ___/___/___ Ad Rec'd: ___/___/___ SR entered: ___/___/___ QB entered: ___/___/___

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LISTING SELECTION FORM

Use this form to **SELECT** your **LISTING(S)** in the **NAID 2011 Buyer's Guide**.

Questions? Call: (602) 788-6243 x205 Email: advertising@naidonline.org

Return completed form by AUGUST 16 & Email graphics &/or profile information to advertising@naidonline.org by AUGUST 31, 2010

Associate Member Info (to be used in listing)

NAID Member Company: _____ Date: _____

Contact: _____ Email: _____

Address _____

Phone: _____ Web: _____

Listing #1

NAID MUST RECEIVE THIS INFO for Listing #1 or NAID will list your company in a category at its discretion.

CATEGORY for Comp Listing (see *Information Form for options*): _____

We will ADD the following items to our listing (see sample page to preview these additional options)

PROFILE: 60 word or less company profile @ \$175
This profile is attached/included or will be emailed to advertising@naidonline.org

BOLD Listing: Black Bold @ \$140 Color Bold (red, green, blue or other) @ \$230

BOXED Listing: Box (same color as listing) @ \$115 Indicate Color: _____

GRAPHIC: Vertical graphic (1-1/4"h X 1"w) @ \$175 Horizontal graphic (1"h X 3-1/4"w) @ \$230

We will do a BASIC Listing only @ No Charge

Listing #2

CATEGORY for Listing (see *Information Form for options*): _____

We will do an additional listing @ \$110 and ADD the following item(s) to our listing

PROFILE: 60 word or less company profile @ \$175
This profile is attached/included or will be emailed to advertising@naidonline.org

BOLD Listing: Black Bold @ \$140 Color Bold (red, green, blue or other) @ \$230

BOXED Listing: Box (same color as listing) @ \$115 Indicate Color: _____

GRAPHIC: Vertical graphic (1-1/4"h X 1"w) @ \$175 Horizontal graphic (1"h X 3-1/4"w) @ \$230

We will do a BASIC Listing only @ \$110

Listing #3

CATEGORY for Listing (see *Information Form for options*): _____

We will do an additional listing @ \$110 and ADD the following item(s) to our listing

PROFILE: 60 word or less company profile @ \$175
This profile is attached/included or will be emailed to advertising@naidonline.org

BOLD Listing: Black Bold @ \$140 Color Bold (red, green, blue or other) @ \$230

BOXED Listing: Box (same color as listing) @ \$115 Indicate Color: _____

GRAPHIC: Vertical graphic (1-1/4"h X 1"w) @ \$175 Horizontal graphic (1"h X 3-1/4"w) @ \$230

We will do a BASIC Listing only @ \$110

For more than 3 listings, please copy this form and submit the forms together.

Payment & Order

Invoice us; check will be received by NAID no later than August 31, 2010 for total amount indicated

Total Payment (this form) USD\$ _____

AmEx Master Card Visa Acct No.: _____ Exp Date: _____

Name on Card: _____ Signature: _____

FAX to: (602) 788-4144 Mail to : NAID, 1951 W. Camelback Rd., Suite 350, Phoenix, AZ 85015

NAID Use Only

Priority: _____ Form Rec'd: ____/____/____ Ad Rec'd: ____/____/____ SR entered: ____/____/____ QB entered: ____/____/____