

2018 Advertising in the Convention Book

US Sweet Potato Council 56th Annual Convention Hosted by the North Carolina SweetPotato Commission
 Wilmington Convention Center January 21-23, 2018

Company Name _____

Street Address _____

City _____ State _____ Zip Code _____

Phone Number _____ Fax Number _____

E-mail _____ Web Address _____

Official Advertising Contact _____

2 ADVERTISEMENTS

AD	Size	Price
<i>PREMIUM ADS</i>		
Back Cover Full Page	5 X 8	\$500 claimed
Inside Front Cover	5 X 8	\$400 claimed
Inside Back Cover	5 X 8	\$300 claimed
<input type="checkbox"/> Full Page	5 X 8	\$250
<input type="checkbox"/> Half Page Vertical	2 ¼ X 8	\$150
<input type="checkbox"/> Half Page Horizontal	5 X 4	\$150
<input type="checkbox"/> Quarter Page	2 ¼ X 4	\$75
		Total Due _____

3 PAYMENT INFORMATION

Check Enclosed \$ _____
 (make check payable to North Carolina SweetPotato Commission)

Book size= 5.5 x 8.5
Live space= 4.75 x 8 (for full page ad)
Bleed= .125
Full color ads

4 SIGNATURE AGREEMENT

The sponsoring firm agrees to abide by all terms, conditions, and regulations set forth in this contract and as outlined on page 14.

Authorized Signature _____ Date _____

Print Name & Title _____ Date _____

6 CONTRACT & CORRESPONDENCE

Return original signed copy, with payment, to Cindy Vanderhoof at the North Carolina SweetPotato Commission - remember to keep a copy for your files.

Cindy Vanderhoof
North Carolina SweetPotato Commission
 700 E. Parrish Dr. Suite C
 Benson, NC 27504

Phone: (919) 894-1067 **Fax:** (919) 894-7018
E-mail: accounting@ncsweetpotatoes.com

FOR NCSPC USE ONLY

Date Rec'd in office _____

Total Advertising Cost \$ _____ \$Deposit _____ \$ Balance if any _____ Follow up date Call E-mail

Check or Confirmation Number _____ Date _____ Follow up date Call E-mail

ABOUT THE CONVENTION BOOK

The Annual Convention Book serves several purposes for convention attendees. Not only does it provide a detailed agenda and information about the speakers and sessions, it is kept close at hand and is referred to constantly throughout convention.

PUBLICATION SCHEDULE

If you will be advertising in the Convention Book, **you must inform NCSPC by November 15, 2017**. Please also indicate ad size.

MATERIALS DEADLINE

The last date to have your ad file(s) to the NCSPC to be published in the Convention Book is December 2, 2017. Files can be emailed to Cindy Vanderhoof at accounting@ncsweetpotatoes.com or provide a download link.

AD REQUIREMENTS

Ads must be 300 dpi. All ads must be CMYK. We accept both PDF and JPG files.

Ad Size / Placing	Size	Bleed	Cost
PREMIUM ADS			
Back Cover - Full Page*	5 X 8	Yes	\$500*
Inside Front Cover*	5 X 8	Yes	\$400
Inside Back Cover*	5 X 8	Yes	\$300*
Ad Size / placing	Size	Bleed	Cost
Full Page	5 X 8	No	\$250
Half Page Vertical	2¼ X 8	No	\$150
Half Page Horizontal	5 X 4	No	\$150
Quarter Page	2 ¼ X 4	No	\$75

* indicates ads spaces already purchased

1. NCSPC cannot guarantee placement of ads that did not meet the Space Reservation Deadline and/or Materials Deadline. Late advertisers may be accepted at the discretion of NCSPC.
2. Advertising will be charged for space reserved unless written cancellation is received (14) days prior to the Materials deadline.
3. The advertiser or advertising agency assume sole liability for all advertisement content, ensuring that all ad materials are submitted in final, legal and acceptable formats and sizes. NCSPC will not be held responsible for typographical and other errors in advertisements. Proofs are not provided.
4. NCSPC reserves the right to review and/or refuse any advertisement for any reason.
5. NCSPC reserves the right to change advertising opportunities, deadlines and prices in this Media Kit.
6. NCSPC reserves the right to select location placement of ads within, as well as location on the page. NCSPC will not be bound by position requests from the advertiser. Space may be limited to a first-come, first serve basis.
7. NCSPC and its designated printer shall not be held liable for failure to publish.
8. NCSPC assumes no liability for the return of advertising materials, unless a written request is received at the time of submitting the advertisement materials.
9. This contract is not valid unless signed by an NCSPC representative. This contract will serve as your order. At the time of the signing by both parties, advertisers are subject to current pricing, deadlines and specifications within this Media Kit.

Whole Page

5 X 8

Half Page (horizontal)

5 X 4

**Half Page
(vertical)**

2 1/4 X 8

**Quarter
Page**

2 1/4 X 4