



**EXPO**

# Directory Ad Order Form

The NRA Carry Guard Expo Directory will be given to attendees to help them navigate through our exhibits as well as numerous seminars, workshops, and events.

This directory will be retained by attendees as both a reference during the show and as a souvenir of the 2018 Carry Guard Expo. Ensure added exposure with your ad!

Size (4-Color Only)	Price	Size (4-Color Only)	Price
<input type="checkbox"/> Front Page Adhesive Exclusive	\$10,000	<input type="checkbox"/> Full Page Ad	\$2,750
<input type="checkbox"/> Insert- Exclusive	\$7,500	<input type="checkbox"/> ½ Page Spread Ad	\$2,750
<input type="checkbox"/> Inside Front Cover- Exclusive	\$4,750	<input type="checkbox"/> ½ Page Ad	\$1,575
<input type="checkbox"/> Inside Back Cover- Exclusive	\$4,250	<input type="checkbox"/> 1/4 Page Ad	\$850
<input type="checkbox"/> Back Cover- Exclusive	\$5,500	<input type="checkbox"/> 1/8 Page Ad	\$500
		<input type="checkbox"/> Logo with Directory Listing	\$500

Exhibitor: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. Payment is due in full with Directory Ad Agreement. Rates are net and non-commissionable. All reservations with signed agreement are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

CHECKS SHOULD BE MADE PAYABLE TO:  
National Rifle Association, Shows & Exhibits,  
11250 Waples Mill Rd., Fairfax, VA 22030

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Material Deadline:**  
**August 3, 2018**

**Questions?**  
Call NRA Exhibitor Services, 866-343-1805