



# THE COSTUMER

THE OFFICIAL PUBLICATION OF THE NATIONAL COSTUMERS ASSOCIATION, INC.  
 LEADERS AND TRENDSETTERS OF THE COSTUME INDUSTRY  
 NCA Publications • 31 Bramblewood St. • Bridgewater • MA • 02324  
 800-NCA-1889 • Fax 508-819-3013 • pub@costumers.org

## Advertising Rates 2011

*NCA Members receive a 10% discount on below pricing.*

	Magazine: 1 issue	4 issues	Roster:	Convention Program:
Inside Full Page (B&W)	\$160.00	\$152.00	\$135	\$135
Inside ½ Page (B&W)	\$118.00	\$112.00	\$107	\$107
Inside ¼ Page (B&W)	\$ 95.00	\$ 90.00	-----	\$ 85
Marketplace Section (B&W)	\$ 35.00	\$ 30.00	-----	-----
Inside Front or Back Cover (Color)	\$245.00	\$238.00	\$ 280	<del>\$280</del> 250
Outside Back Cover (Color)	\$320.00	\$300.00	\$ 370	<del>\$280</del> 250
Inside 2-page Spread (B&W)	\$310.00	\$295.00		
*Inside ¼ Page (Color)	\$140.00	\$135.00 >	*September Only	
*Inside ½ Page (Color)	\$180.00	\$174.00 >		
*Inside Full Page (Color)	\$245.00	\$238.00 >		
*2-page Spread (Color)	\$330.00	\$310.00 >		
Full Page <b>Insert</b> (Color) we print	\$635.00	\$615.00		
Full Page Insert (you print)	\$310.00	\$300.00		
Full Page w/ Tab (Roster) (B/W)	-----	-----	\$ 170	
Preferred Placement	25% additional charge			

Ad rates are for space based on receiving ads that are print ready. If the ad requires typesetting, layout, enlarging, reduction, or halftones, it is not print ready and will involve production time. Production charges are separate from, and in addition to, space charges, and will be billed at cost.

## AD SIZES

### Magazine & Convention Program:

Full Page:	8 ¾" W. (wide) X 11 ¼" H. (High) (1/8" bleed)
	7 ½" W. X 10" H (No bleed)
One Half-Page Horizontal:	7 ½" W. X 5"H.
One Half-Page Vertical:	3 ¾" W. X 10" H.
One-Quarter Page:	3 ¾" W. X 5"H.
Marketplace section:	3 ½" W. X 2" H.

### Membership Roster:

Full Page:	4 ½" W. X 7 ¼" H.
One Half Page:	4 ½" W. X 3 ½" H.
Inside Front Cover:	4 ½" W. X 7 ¼" H.
Inside Back Cover:	4 ½" W. X 7 ¼" H.
Back Cover:	4 ½" W. X 7 ¼" H.
Tabbed Page:	4 ½" W. X 7 ¼" H.

## MECHANICAL REQUIREMENTS

Artwork should be created/sent in 300dpi for grayscale and color. File format must be .tif, .jpg, or hi-res .pdf. All artwork must be complete and in final form. **Do not send ads that are program specific.** All fonts must be included. Color ads must be in CMYK. Ads that bleed require 1/8" for trim.

## GENERAL REGULATIONS

**Closing Date:** **Contract** must be received no less than 60 days prior to the month of publication.

ISSUE	CONTRACT DEADLINE	ARTWORK DEADLINE	RELEASE DATE
February- Issue #1	Jan. 1	Jan. 10	February 15
May- Issue #2	Apr. 1	Apr. 10	May 15
September- Issue #3	Aug. 1	Aug. 10	September 15
December- Issue #4	Oct. 15	Oct. 25	December 1
Roster	Feb. 1	Feb. 10	March 15
Convention Program	May 26	June 10	Convention Registration

**Artwork Changes:** Advertising artwork may be changed from month to month at no extra charge provided it is received by the artwork deadline, as long as it is final form artwork.

**Rate Changes:** The National Costumers Association, Inc. reserves the right to change rates effective on the date of such announcement. In the event of revision resulting in an increase, advertisers will be protected from the period of their contract.

**Contracts:** A signed contract must be on file with the NCA Publications Office, 31 Bramblewood St., Bridgewater, MA 02324, 800-NCA-1889, Fax: 508-819-3013, pub@costumers.org, before any space will be reserved for publication. No exceptions will be made for this policy. Your contract will be sent from NCA Publications to Headquarters for filing.

**Faxes/Emails:** I agree by signing below that I wish to receive faxes and/or emails from the National Costumers Association.



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## ADVERTISING SPACE CONTRACT

Fill in the year you're booking, and check the issues and sizes for the advertising you wish to place:

Issue	Year	2- page Spread	Page	½ page	¼ page	Marketplace	4/c or B&W (4c Sept only, except covers)	Rate Card Price
February								
May								
September								
December								
Roster								

NCA Member? Yes \_\_\_ No \_\_\_ *NCA Members receive a 10% discount.*

Company: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please send me my invoices via email.

I understand that if new artwork is not received by the published artwork deadline, prior artwork will be used.

Billing terms are net 30 days from billing, no discounts (unless specified) and no agency commissions. All checks are to be made out to "National Costumers Association, Inc." and mailed to: NCA Headquarters, 121 N. Bosart Ave., Indianapolis, IN 46201. As directed by the NCA Board of Directors, any advertising accounts 90 days past due will be turned over to a collection agency. All future advertisements from these accounts must be paid in advance. Ads may be suspended until bill is paid. All returned checks will be charged a fee of \$35, or maximum allowable by law, whichever is greater.

I agree to all the terms and conditions outlined in this contract. I agree by signing below that I wish to receive faxes and/or emails from the National Costumers Association.

\_\_\_\_\_  
Signature of Authorized person

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**If you wish to pay by credit card, provide information and it will be used at billing time:**

Credit card number: \_\_\_\_\_ Expire date: \_\_\_\_/\_\_\_\_

**NCA PUBLICATIONS:** Please direct questions regarding **artwork** and **deadlines** to:  
*Diane Despopoulos, 31 Bramblewood St., Bridgewater, MA 02324*  
*Phone: 800-NCA-1889, Fax: 508-819-3013, Email: pub@costumers.org*

**NCA HEADQUARTERS:** Please direct all questions regarding **billing** to:  
*Jennifer Skarstedt, 121 N. Bosart Ave., Indianapolis, IN 46201*  
*Phone: 800-NCA-1321 Fax: 317-351-1941, Email: office@costumers.org*