



NATIONAL FEDERATION OF REPUBLICAN WOMEN

38th Biennial Convention

September 10-13, 2015 • Phoenix, Arizona

Program Advertising

The **Official Program & Guide** of the National Federation of Republican Women's 38th Biennial Convention — scheduled September 10-13, 2015, in Phoenix, Arizona — will include an estimated 75 pages in full color, and will be distributed to close to 1,300 attendees. It will feature essential facts about the convention, including a schedule of events, and information about educational seminars, social activities, and speakers.

Reserving Advertising Space

Fill out the one-page **Advertising Reservation Form** that follows and submit it, with your full payment, to Anushya Ramaswamy at NFRW headquarters. For more information, contact Anushya at aramawamy@nfrw.org. Advertising reservations will be made on a first-reserved basis. The National Federation of Republican Women reserves the right to reject any advertisement for this publication.

Advertising Deadline

The contract deadline for reserving and paying for advertising space is **Wednesday, July 29**. Final advertisement files are due **Monday, August 3**.

Advertising Specifications

Final advertisements should be submitted in TIFF, EPS or PDF. If you are submitting files in PDF format, be sure that fonts are embedded, and that the PDF is created at press-optimized resolution. All embedded images must be at print-resolution of 300dpi minimum.

Web graphics are not acceptable—not even if Photoshop is used to convert them to 300dpi. Color ads should be in CMYK; black and white ads should be in grayscale. Please forward a printout of the advertisement with the digital file. Ads can be submitted on a CD-ROM, uploaded to an FTP site, or sent via e-mail.



NATIONAL FEDERATION OF REPUBLICAN WOMEN

124 N. Alfred Street, Alexandria, VA 22314

703.548.9688 | www.nfrw.org



Advertising Reservation Form

Contact Information:

Company/Organization _____
 Web Site _____
 Contact Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____
 E-mail _____

Order Selection & Amount:

Ad Type/Size *(please indicate selection(s) at right)* _____
 TOTAL AMOUNT OF ORDER _____

Payment Information:

Payment by check/money order *(made payable to NFRW)*
 MasterCard VISA American Express Discover
 Credit Card # _____
 Exp. Date _____
 Name *(as it appears on card)* _____
 Signature _____
 Billing Address *(if different from above)* _____
 City _____ State _____ Zip _____
 Occupation *(required by IRS)* _____
 Employer *(required by IRS)* _____

Contributions to NFRW are not deductible as charitable contributions for federal income tax purposes. Corporate, personal and PAC checks are accepted.

Return this Form, With Full Payment, by July 29:

By Mail:

National Federation of Republican Women
 Attn: Program Advertisements
 124 North Alfred Street, Alexandria, VA 22314

Or, By E-mail: aramaswamy@nfrw.org

Full payment must be received in order to secure your advertisement placement in the Official Convention Program.

Submitting Ad File:

Your digital ad file can be submitted with your order form and payment, or separately, as long as it is received by **August 3**. Send your ad file by mail to the address listed above, or by e-mail to aramaswamy@nfrw.org.

For More Information:

Contact Anushya Ramaswamy at 703.373.9688 or aramaswamy@nfrw.org.

PROGRAM ADVERTISING

Indicate your program advertising selection(s) by checking the appropriate box(es) below.

Centerfold, Both Sides
\$2,000 **SOLD**
 Dimensions: 15 3/4" x 10"

Inside Front Cover
\$2,500
 Dimensions: 7 1/4" x 10"

Inside Back Cover
\$2,000
 Dimensions: 7 1/4" x 10"

Back Cover
\$3,000
 Dimensions: 7 1/4" x 10"

Full Page
\$800
 Dimensions: 7 1/4" x 10"

Half Page-Horizontal
\$450
 Dimensions: 7 1/4" x 4 3/4"

Half Page-Vertical
\$450
 Dimensions: 3 3/8" x 10"

Quarter Page
\$300
 Dimensions: 3 3/8" x 4 3/4"