

NAID® 2009 BUYER'S GUIDE

LISTING & ADVERTISING INFORMATION



General Info

Questions? (602) 788-6243 x207 or advertising@naidonline.org

- 1) Only NAID Members may advertise in NAID 2009 Buyer's Guide
- 2) Buyer's Guide will be mailed out to all NAID members and prospects in October 2008 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	Drug Screening & Training Programs
Balers, Baling Wire & Tying Systems**(American Baler)	Employee Screening Services
Cabinets & Consoles, Security	Financial Services
Carts & Collection Containers	Fire Detection & Suppression Systems
CCTV, Surveillance, Security & Alarm Systems	Franchise & Conversion Opportunities
Consultants	Insurance Providers
Conveyors, Sorters & Handling Equipment	Mergers & Acquisitions**(Lane-Link)
Data & Records Management Services	Paper Recyclers, Mills, & Brokerage Firms
Destruction Equipment, Mobile**(Vecoplan)	Records Storage Equipment**(Firelock Fireproof Vaults)
Destruction Equipment, Plant-based**(Vecoplan)	Recyclers, Non-Paper
Destruction Equipment/Systems, Computers, Electronics & Digital Media	Software & Database Management**(Andrews Software)
Destruction Services, Electronics & Products	Trucks/Vehicles & GPS/Fleet Management
	Various Other Products & Services

INTERNATIONAL PRODUCTS & SERVICES

- 4) See Sample Page to preview listing options
- 5) 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.**
- 6) 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.
- 7) Return completed Selection Form by AUGUST 15, 2008.
- 8) Advertising Artwork Submission Deadline: AUGUST 31, 2008.
- 9) See Sample Buyer's Guide page on next page

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 @ \$100 per category
PROFILE	60 word or less company profile @ \$160
BOLD Listing:	Black Bold @ \$130 OR Color Bold (red, green or blue) @ \$210
BOXED Listing:	Box (same color as listing) @ \$105
Logo or Graphic:	Vertical picture (1.25"h X 1.0"w) @ \$160 OR Horizontal picture (0.75"h X 3.25"w) @ \$210

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	\$2,310
Outside Back Cover	Intek	\$2,100
Inside Back Cover	SSI Shredding	\$2,100

NON-Premium Ad Rates - black & white

COLOR ADDED : 2-Color Ad	\$315
4-Color Ad	\$525

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

First Full Page Ad in Category	\$2,100
2 Full Facing Pages in Category	\$2,730
Full Page in Category	\$1,575
Half Page in Category	\$1,405
Quarter Page in Category	\$1,300

RUN OF GUIDE ADS - as placed throughout the guide

2 Full Facing Pages	\$1260
Full Page	\$ 680
Half Page	\$ 525
Quarter Page	\$ 420

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.**