



2012 NORA Membership Directory Advertising Order Form



4 easy steps to take advantage of the most unique and valuable marketing opportunity in the liquid recycling industry.

1. Contact Info

Name		Title	
Company			
Address	City	State	Zip
Phone	Fax	Email	

2. Place Your Order

Quantity	Item	Member
SOLD	Back Cover color ad in the NORA Membership Directory (Only 1 avail.)	\$1849
_____	Inside Cover color ad in the NORA Membership Directory (Only 2 avail.)*	\$1089
_____	Full page color ad in the NORA Membership Directory (7-1/4" x 9-7/8")	\$759
_____	Full page B&W ad in the NORA Membership Directory (7-1/4" x 9-7/8")	\$572
_____	1/2 page Color ad in the NORA Membership Directory (7-1/4" x 5")	\$506
_____	1/2 page B&W ad in the NORA Membership Directory (7-1/4" x 5")	\$340
_____	1/4 page B&W ad in the NORA Membership Directory (3-1/4" x 4-1/2")	\$204
_____	Business card B&W ad in the NORA Membership Directory (3-1/4" x 2")	\$154
_____	Logo B&W (1 inch high) above listing in the Directory (1" high)	\$109

- Use our same ad from last year's directory.
- I will submit advertising artwork by 1/21/2012. Preferred file format is Adobe Acrobat PDF
- I would like NORA to design my ad for me.

* The Inside Covers are available on a first come, first served basis. Call 703-753-4277 to check availability.

3. Payment Information

Total Amount Due \$ _____

All payments are in US Dollars, drawn on US Bank.

- Check (payable to NORA)
 American Express
 Visa
 MasterCard

Name on Card	Signature		
Card Number	Exp. Date	Security Code	
Billing Street Number & Zip (if different than above)		Email to send receipt (if different than above)	

4. Submit Your Order Today

Credit Card Only: Fax to NORA at 703-753-2445
Check or Credit Card: Mail 5965 Amber Ridge Road, Haymarket, VA 20169
Questions: Call 703-753-4277 or email sparker@noranews.org

Rates & Specifications

NORA's Membership Directory is a powerful tool listing all NORA members and their product lines, contact information and other pertinent data. The Membership Directory is frequently used throughout the year as a "yellow pages" when members are ready to do business. It is circulated to nearly one thousand leaders in the industry. This opportunity only happens once a year.

CLOSING DATE

All ad order forms should be submitted no later than January 14, 2012.

All art is due at NORA Headquarters no later than January 21, 2012.

MATERIALS

- Electronic files: Include all supporting files. Preferred file format is "press/print optimized" Adobe Acrobat PDF. The secondary file formats are (.eps), (.ps) and (.tiff). ALL IMAGES AND FONTS MUST BE EMBEDDED.

E-mail to Scott D. Parker at sparker@noranews.org

- Color ads: CMYK only. All RGB, Lab or Pantone images must be converted to CMYK.
- Non-bleeds: All live material should comply with the appropriate ad dimensions. Artwork not meeting the stated dimensions will be trimmed to fit. NORA is not responsible for type affected by final trim.
- Bleeds are only allowed for covers.
- Special Note: For advertisers placing an ad on the inside front, inside back or outside back cover, full bleeds are allowed. Add a 1/4" to each side of the 8-1/4" x 10-7/8" cover for bleed edges. Please note final trim size for design.
- Artwork must be "camera-ready." NO FAXED ARTWORK ACCEPTED.
- For FREE, NORA will lay out your ad. Contact NORA at 703-753-4277.

ADVERTISING SIZES and RATES

Back Cover (Full Color - 1 available).....	7-1/4" x 9-7/8"	\$1849
Inside Cover (Full Color - 2 available).....	7-1/4" x 9-7/8"	\$1089
Full page (Full Color).....	7-1/4" x 9-7/8"	\$759
Full page (B&W).....	7-1/4" x 9-7/8"	\$572
1/2 page (Full Color).....	7-1/4" x 5"	\$506
1/2 page (B&W).....	7-1/4" x 5"	\$340
1/4 page (B&W).....	3-1/4" x 4-1/2"	\$204
Business Card Ad (B&W).....	3-1/4" x 2"	\$154
Logo (B&W) with your listing	1" high	\$109

SHIPPING INSTRUCTIONS & QUESTIONS

Space orders, ads, questions, etc. should be addressed to:

Scott D. Parker, NORA

5965 Amber Ridge Road, Haymarket, VA 20169

Phone (703) 753-4277 • Fax (703) 753-2445

Email: sparker@noranews.org