

# *“The Voice” of the Nebraska Grocery Industry*

Published and Printed by the Nebraska Grocery Industry Association  
5935 South 56<sup>th</sup> Street, Suite B, Lincoln, NE 68516-3307  
(402) 423-5533 in Lincoln or (800) 433-6742

## Annual Advertising Rate Sheet/Space Reservation Form

Please check all that apply:

| <b>Black Ink:</b> |                                       | <b>Single Issue Contract</b> | <b>Annual Contract 4 Issues</b> |
|-------------------|---------------------------------------|------------------------------|---------------------------------|
| Full              | 7” wide x 9 ½ ” high (black & white)  | \$685                        | \$2400                          |
| Half Page         | 3 ½” wide x 9 ½” high (black & white) | \$425                        | \$1470                          |
| Half Page         | 7” wide x 4 ½” high (black & white)   | \$425                        | \$1470                          |
| Quarter Page      | 3 ½” wide x 4 ½” high (black & white) | \$240                        | \$ 840                          |

### Color Ink:

Black ink plus one color: **add \$260 per page** (list color: \_\_\_\_\_ color #: \_\_\_\_\_)

Full Color: **add \$355 per page**

### Prime Space:

#### Prime Space:

- Advertising placed on inside front or back cover (limited availability): add \$100/page
- Advertising placed inside page facing front or back cover (limited availability): add \$100/page
- Advertising placed on outside back cover (limited availability): add \$125/page
- Advertising placed on centerfold; right or left (limited availability): add \$150/page

**NON-Members add 20% to rates for contract, prime space and color**

Please check the issues for which you would like to purchase advertising:

#### Edition                      Copy Deadline

- All
- Jan/Feb/Mar                      Jan 15
- March/April/May                      April 15
- June/July/Aug.                      June 15
- Oct./Nov/Dec                      Oct. 15

**Distribution:** mailed electronically and by third class to over 1000 grocers, wholesalers and suppliers to the grocery industry across the State of Nebraska and surrounding areas. Publication mailed second month of each quarter.

**Mechanical Requirements:** Full Page Ad: 8.5" W x 11" H 1/2 Page Ad: 7" W x 4.5" H 1/4 Page Ad: 3.5" W x 4.5" H; in jpg or pdf format

**Agency Commissions are not available**

Editor reserves the right to reject any and all advertising copy, which it may deem unacceptable. Rate subject to change without notice, except on annual contracts. Placement of advertising is at the discretion of the editor. Editor and The Voice cannot be held liable for acts of God that prevent publishing of magazine. Advertisers will receive a statement immediately following publication of each issue along with a copy of the magazine in which the ad appears.

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature (required): \_\_\_\_\_ Date \_\_\_\_\_

In order to reserve advertising space please complete this form, keep a copy for your files, and remit to:

**NGIA, 5935 S. 56<sup>th</sup> St., Suite B, Lincoln, NE 68516-3307**  
**(402) 423-5533 or (800) 433-6742**

(For NGIA Use Only) Total to be billed per issue based on information provided above: \$ \_\_\_\_\_