



# 2015 Concession Profession Advertising

Reach the Buyers in the Concession Industry!

*Concession Profession*, the member magazine of the National Association of Concessionaires (NAC), is a proven resource of news, photos and features for the leaders in the recreation and leisure-time concessions industry.

## Why advertise in Concession Profession?



Maximize your booth investment at CinemaCon and the NAC Concession & Hospitality Expo.



Issues are distributed throughout the year at industry events, and to new and prospective NAC members. A copy of the magazine will be available at CinemaCon at **NAC Booth #1030F** and at the Bert Nathan Awards Breakfast.



Annual issue includes NAC membership directory, a year-round reference guide for members.



Members keep the magazine for 1-2 years, and pass them along to associates.



Very reasonable rates and space options.



Congratulate the 2015 Bert Nathan Award Recipient!

## Bert Nathan Award Recipient

The recipient of the 2015 Bert Nathan Award will receive the honor at the All Industry Breakfast at CinemaCon on Tuesday, April 21st at 7:30 am in the Palace Ballroom. **Be among the first of your peers** to display your leadership position and send best wishes to the honoree by taking out a congratulatory ad in the 2014 edition of Concession Profession, the official magazine of NAC.

See the attached insertion form to take advantage of the option that is best for you!



180 N. Michigan Avenue, Suite 2215  
Chicago, IL 60601  
ph: (312) 236-3858 fx: (312) 236-7809  
email: info@NAConline.org

Join NAC social media groups on



# 2015 Concession Profession Insertion Order

There are attractive options that you can take advantage of. Mark your choices in the space provided.

<u>Promotional Ad</u>	<u>Bert Nathan Congratulatory Ads</u>	<u>Nathan Ad with Regular Ad</u> (In addition to regular ad fee)
_____ Full Page - (7 1/2 x 10) \$1,975	_____ \$750.00	_____ \$500.00
_____ Half Page Horizontal - (7 1/2 x 5) \$1,475	_____ \$450.00	_____ \$300.00
_____ Half Page Vertical - (3 1/2 x 10) \$1,475	_____ \$450.00	_____ \$300.00
_____ Quarter Page Horizontal - (4 7/8 x 3 1/2) \$1,200	_____ \$325.00	_____ \$250.00
_____ Quarter Page Vertical - (3 1/2 x 4 7/8) \$1,200	_____ \$325.00	_____ \$250.00
_____ Back Cover - (8 3/4 x 11 1/4 trim to 8 1/2 x 11) \$2,624		
_____ Inside Front or Back Cover - (8 3/4 x 11 1/4 trim to 8 1/2 x 11) \$2,550		

**Mechanical Specifications:** The form below must be filled out and materials and payment must be received *no later than March 13th, 2015*. Please send the form as soon as possible to reserve space. Electronic files should be sent in high resolution (300 dpi or higher) JPEG, EPS, Photoshop or PDF images in CMYK color to [cdammann@NAOnline.org](mailto:cdammann@NAOnline.org)

**NAC Member/Exhibitor Discount:** NAC members and 2015 Trade Show exhibitors receive a 10% discount on gross billing when payment is received within 30 days of invoice.

**Commissions:** 15% of gross billing will be allowed to recognized advertising agencies when payment is received within 30 days of invoice date.

Contact Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Payment Information:**

MAIL THIS FORM AND CHECK PAYABLE TO: National Assoc. of Concessionaires  
 Payable in U.S. funds only, drawn on a U.S. Bank  
 Fax to (312) 236-7809 or mail to 180 N. Michigan Avenue, Suite 2215, Chicago, IL 60601  
 OR CHARGE TO: \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ American Express Total Amount to be charged: \$ \_\_\_\_\_

Cardholder Name \_\_\_\_\_  
 Acct. No. \_\_\_\_\_ Exp Date \_\_\_\_\_ Verification Code \_\_\_\_\_  
 Billing Address \_\_\_\_\_

Questions? Call (612) 849-8418 or email [cdammann@naonline.org](mailto:cdammann@naonline.org)



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