



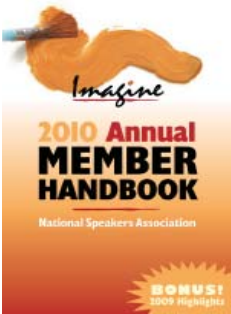
OUR SPEAKERS . . . YOUR AUDIENCE
ADVERTISE WITH THE NATIONAL SPEAKERS ASSOCIATION

PUBLICATIONS



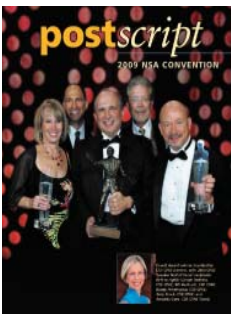
Speaker Magazine

Advertise in *Speaker* magazine to reach an influential niche of more than 5,000 professional speakers, authors and consultants every month. As the official publication of the National Speakers Association, *Speaker* provides the latest trends, business information and industry news for its members and subscribers in 10 exciting issues each year. *Speaker* is offered in print and digital formats. By clicking on a live link in your digital ad, readers can access your Web site instantly.



Annual Member Handbook

The NSA Annual Member Handbook is a quick reference guide, which includes listings of the Board of Directors, Past Presidents, Chapter Presidents, International Federation information, Professional Competencies, Code of Professional Ethics, Grant Program information, and more! This publication has a one-year shelf life and is mailed with the September issue of *Speaker* to kick off the new presidential term. It is also available on NSA's member Web site.



Convention Supplement

The Convention supplement is a recap of events from the Annual NSA Convention. Attendee viewpoints, fun survey facts, CPAE and Cavett Award Winner photos, plus all the juicy tidbits from the premier event of the year, wrapped into one popular publication. This publication is mailed annually with the October issue of *Speaker*.



CONTACT

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EXHIBITS

NSA offers exhibits at its Annual Convention each summer and its educational Conferences each Fall and Winter. The Annual Convention has over 1,500 attendees and more than 60 8' deep x 10' wide exhibit booths. The Fall and Winter Conferences have approximately 300 attendees each and six table-top exhibits available.

SPONSORSHIPS

Annual Corporate Sponsor

NSA is committed to providing qualified companies a forward-thinking approach to sponsorship by creating an experience that will far exceed a typical sponsorship model full of advertising and exhibit booth space. NSA will work with your strategic planning initiatives to give you a unique experience that aligns with your existing marketing plan and includes exposure before, during and after our events.

Meeting Sponsor

Sponsor a coffee break, general session or reception at one of our meetings—Annual Convention or Fall and Winter Conferences—and expose your product or service to up to 1,500 attendees.

NSA'S MAILING LIST

Get your direct mail piece to nearly 3,700 professional speakers in one fell swoop by renting NSA's member mailing list. We can segment the list to a certain region of the country or another sub-group of our members, such as metro area and areas of expertise.

ABOUT NSA

The National Speakers Association was founded in 1973 to bring professional speakers together and provide them with the resources they need to better serve their clients, advance their careers, and help them reach a higher level of personal enrichment. A broad spectrum of talented individuals in the field of professional speaking benefit from NSA membership every day. Your organization also can profit by stepping into the spotlight and addressing our unique membership. NSA has established many ways for your company to reach the speaking community. For more information on NSA, visit NSASpeaker.org.



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VISION & MISSION

NSA is dedicated to advancing the art and value of experts who speak professionally by:

- Developing content expertise
- Creating platform excellence
- Gaining business knowledge

WHO IS NSA?

- A high percentage of home-based businesses
- “Road warriors” who represent a substantial market for travel products
- High reliability factor for internet services
- Ever-changing market looking for technological advantages
- Largest speaking organization in the world with more than 3,500 members

NSA MEMBER BENEFITS:

- Educational opportunities at our Conventions and Conferences
- Connection to the global speaking community
- Expanded client service list
- Support communities and referral systems

NSA CONVENTIONS INCLUDE:

- Over 1,500 professional speakers in attendance
- In-depth breakout sessions on every topic you need to know, inspiring keynotes and social events
- The NSA Exhibit Hall and NSA Bookstore
- Opportunity to network with fellow professionals

NSA CONFERENCES INCLUDE:

- An opportunity to network with more than 300 speakers
- Interactive learning with trained facilitators
- Solid take-away value with action plan implementation

2009-10 Editorial Calendar

>>Frequency: 10 Issues

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Speaker is published 10 times annually in printed and digital mediums. Each issue focuses on a particular topic, and authors are urged to consider the editorial calendar when submitting ideas for publication. In addition to advertising opportunities with *Speaker* magazine, NSA offers advertising opportunities in three supplemental publications: the NSA Annual Member Handbook, the Convention Supplement and the Online Buyers Guide. For information on each of these publications, refer to [page 1](#).

| Issue | Focus Topic | Editorial | Ad Space | Ad Art |
|------------------|-------------------------------|-----------|----------|----------|
| September | Creativity & Innovation | 07/01/09 | 07/11/09 | 07/18/09 |
| October | Marketing & Social Networking | 08/03/09 | 08/07/09 | 08/14/09 |
| November | Business Building | 09/01/09 | 09/11/09 | 09/18/09 |
| December | Work-Life Balance | 10/01/09 | 10/09/09 | 10/16/09 |
| January/February | Strategy & Finance | 11/02/09 | 11/13/09 | 11/20/09 |
| March | Writing & Publishing | 01/01/10 | 01/08/10 | 01/15/10 |
| April | Sales | 02/01/10 | 02/12/10 | 02/19/10 |
| May | Product | 03/01/10 | 03/12/10 | 03/19/10 |
| June | Platform Skills | 04/01/10 | 04/09/10 | 04/16/10 |
| July/August | * Special Issue | 05/03/10 | 05/07/10 | 05/14/10 |

SPEAKER

| Mails with Speaker | Supplemental Publications | Ad Space | Ad Art |
|--------------------|----------------------------|----------|----------|
| September | NSA Annual Member Handbook | 07/10/09 | 07/17/09 |
| October | 2009 Convention Supplement | 08/07/09 | 08/14/09 |

Ad Specifications

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All ads must meet the measurements listed below. Ads that do not meet these requirements will be returned to the advertiser for resizing at the advertiser's expense.

Guaranteed/Preferred Position

An extra 15 percent computed on applicable rate for full-page ads only. Such positions are subject to the approval of the National Speakers Association.

Advertorial

An extra 15 percent computed on applicable rate for full-page ads only. All advertorials will have an "Advertisement" masthead added to the top of the page. Advertorials are subject to the approval of the National Speakers Association.

Ad Sizes: Page Unit

Speaker Magazine

| Full Bleed | Full | 1/2 Horizontal | 1/3 Square |
|------------|----------|----------------|------------|
| 8-3/4" w | 7-1/2" w | 7-1/2" w | 4-7/8" w |
| 11-1/4" d | 10" d | 4-3/4" d | 4-3/4" d |

Full bleed trim size is 8-1/2" w x 11" d

Annual Member Handbook

| Full Bleed | Full | 1/2 Page |
|------------|----------|----------|
| 5-3/4" w | 4-3/4" w | 4-3/4" w |
| 8-3/4" d | 7-3/4" d | 3-3/4" d |

Convention Supplement

| | | |
|-----------|----------|----------|
| 8-1/2" w | 7-1/2" w | 7-1/2" w |
| 10-1/4" d | 9-1/4" d | 4-1/2" d |



Rates

>>Effective: September 2009

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| | Non-member Pricing | | | Member Pricing | | |
|---|---|---|---|---|---|---|
| | Full Page | 1/2 Page | 1/3 Page | Full Page | 1/2 Page | 1/3 Page |
| Speaker Magazine (Per Insertion) | 1x=\$1,770 3x=\$1,650 7x=\$1,555 10x=\$1,470 | 1x=\$1,375 3x=\$1,295 7x=\$1,230 10x=\$1,175 | 1x=\$1,165 3x=\$1,110 7x=\$1,060 10x=\$1,020 | 1x=\$1,300 3x=\$1,210 7x=\$1,140 10x=\$1,075 | 1x=\$1,000 3x=\$935 7x=\$890 10x=\$850 | 1x=\$845 3x=\$800 7x=\$765 10x=\$730 |
| Annual Member Handbook (Per Year) | \$1,295 | \$995 | N/A | \$950 | \$795 | N/A |
| Convention Supplement (Per Year) | \$1,295 | \$995 | N/A | \$950 | \$795 | N/A |

Rate Policy

All contracts and insertion orders are subject to approval of the National Speakers Association. Advertising will be at the open rate unless a contract has been submitted for a specific frequency rate and time period. Frequency discounts are determined by the number of issues used or by the number of insertions of distinctly separate advertisements in a given issue within a 12-month period. Contracts must be fulfilled to earn scheduling discounts. Contracts canceled before completion will be rebilled at the actual earned rate. Notice of cancellation of an advertisement or a change in its schedule must be received in writing at National Speakers Association headquarters before closing date. Ads can not be canceled past this deadline.

Deadlines and Payments

Closing dates for ad space reservations and ad art are indicated on the Editorial Calendar on [page 4](#). All ads must be pre-paid. Payment is due when the reservation is taken, approximately two months preceding the cover month.

Printing

80-pound coated sheet. Saddle-stitched. 150-line screen recommended.

Four-Color

Highlight tones should be 3% to 98%, mid-tones should be relatively open with a maximum shadow density of 340%. All ads must be in color unless otherwise indicated.

Copy & Contract Regulations

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Advertising Acceptance

All advertising is accepted subject to the approval of the National Speakers Association. Advertisements are accepted and published upon the representation that the advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The advertiser will indemnify and hold the National Speakers Association harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism, copyright infringement, unfair competition, unfair trade practice, or infringement of trademarks, trade names or patents.

Advertising Responsibility

Submission of advertisements is the responsibility of the advertiser. Advertisement from last insertion will run if new advertisement is not received by closing date.

Limitation of Liability

The National Speakers Association will not be liable for any error in any advertisement published hereunder. Advertisers forwarding orders that contain incorrect rates or conditions agree that the advertising called for will be inserted and charged at the regular schedule of rates now in force and, in accordance with the current price or rules, will be regarded only as a clerical error, and the advertising will be inserted without further notification. The National Speakers Association is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. The National Speakers Association reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Positioning requests are available (pending NSA approval) and will incur a 15 percent positioning fee per ad.

File Formats for Ad Materials

The following formats are accepted:

- High-resolution PDF (PDF/X-1a preferred). Images must be at least 300 dpi, with images and color converted to CMYK mode. Fonts should be embedded in the file.
- High-resolution TIFF. Resolution must be at least 300 dpi at final reproduction size. File should be supplied in CMYK mode.
- Quark 4 or InDesign CS, CS2 or CS3 files: Include all fonts and linked graphics. Images must be at least 300 dpi and converted to CMYK mode.

Materials should measure exactly as indicated on the Rate Card. Any variation from specified dimensions will not be accepted. Final reproduction quality is contingent on materials furnished. Materials will be kept for one year after final run unless specific written instructions are otherwise provided.

Submitting Ad Materials

Please submit your ad using one of the following methods:

- CD-ROM or DVD
- Email attachment. Please compress your ad materials into a single file using an application like WinZip or Stuffit. Compressed files should not exceed 8 MB.
- Online file transfer service, such as YouSendIt.com
- FTP upload. Please contact your ad sales rep for log-in and password.

Conditions

All insertion orders are accepted subject to provision of the current Rate Card. Rates are subject to change without notice. Contract rate protection will remain in effect for a period of 90 days from announcement. The National Speakers Association shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. It is clearly understood and agreed that advertising and editorial are independent and that no special editorial consideration of any kind shall be part of the sales agreement.

Advertising Agreement

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Date _____

NSA Member? Yes No

Advertiser:

Business Name _____ Business Type _____

Business Address _____

City _____ State _____ Zip _____

Business Phone _____ Fax _____

Contact _____ Officer's Name _____

Email _____ Web _____

Payment:

AMEX VISA MC DISC

Name on Card _____

Card Number _____

Expiration _____

Signature _____

Advertisement Details:

Ad size _____ Frequency _____

Guaranteed Position _____

4-color \$ _____

Advertorial (15% charge) \$ _____

Guaranteed Position (15% each ad) \$ _____

Discount \$ _____

Type of Ad:

Speaker Member Handbook Supplement

Total Cost per Insertion \$ _____

Total Amount of Agreement \$ _____

Advertisement Insertion Dates:

Jan/Feb March April May June July/August Sept. Oct. Nov. Dec.
20__ 20__ 20__ 20__ 20__ 20__ 20__ 20__ 20__ 20__

All advertising is accepted subject to the terms and conditions set forth in the National Speakers Association Rate Card #107B issued August 1, 2009. By signing this agreement, Advertiser agrees to pay all advertising in full, in advance of the advertising deadline.

To obtain frequency discount, advertising will be placed in 12-month period beginning with the _____ 20__ issue. Any advertising agreement where rate frequency requirements are unfulfilled will be short-rated to appropriate earned rate. Cancellations must be submitted in writing and received by the space reservation closing date of the issue in which the advertisement is to be published. Ads cancelled past this deadline will be billed at 100%.

Publisher will give written 90-day notice of any rate change. On announced effective date, all advertisers' rates will change. Advertiser agrees that he or she has read and understands the terms of this contract and **Rate Card #107B** and will be responsible for any costs associated with collecting any amounts past due, including legal costs or fees. Publisher will not be responsible for any verbal agreements not contained in writing in this agreement. The undersigned warrants that he or she has the authority to execute this agreement on behalf of the advertiser.

Signed by _____
Authorized Representative of Advertiser Date

Accepted by _____
NSA Advertising Representative Date