



**72<sup>nd</sup> National Square Dance Convention®**  
**Mobile, Alabama**  
**June 21, 22, 23, & 24, 2023**

**PROGRAM BOOK ADVERTISING CONTRACT**

Advertiser & Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate by circling the advertisement size and color format desired:

**PROGRAM BOOK (8.5" X 11")**

Location	Size	Black & White	Color
<b>*Outside Back Cover</b>	7.5" X 10"	n/a	\$600
<b>*Inside Back Cover</b>	7.5" X 10"	n/a	\$400
<b>*Inside Front Cover</b>	7.5" X 10"	n/a	\$400
<b>Full Page</b>	7.5" X 10"	\$200	\$300
<b>Half Page - Horizontal</b>	7.5" X 4.75"	\$100	\$150
<b>Half Page - Vertical</b>	3.75" X 10"	\$100	\$150
<b>Quarter Page</b>	3.75" X 4.75"	\$65	\$80
<b>Business Card</b>	3.5" X 2"	\$25	\$35

\*First Come Basis

**DAILY SCHEDULES (4" X 5.75")**

ONLY BLACK & WHITE

Location	Size	Wed/Thurs	Fri Only	Sat Only	All 3
<b>*Outside Back Cover</b>	3.5" X 5"	\$295	\$295	\$295	\$800
<b>*Inside Back Cover</b>	3.5" X 5"	\$250	\$250	\$250	\$600
<b>*Inside Front Cover</b>	3.5" X 5"	\$250	\$250	\$250	\$600
<b>Full Page</b>	3.5" X 5"	\$200	\$200	\$200	\$400
<b>Half Page</b>	3.5" X 2.5"	\$125	\$125	\$125	\$250
<b>*Center Pages</b>	3.5" X 5"	\$200	\$200	\$200	\$500

\*First Come Basis

**- continued on back -**

**COMPLETE FORM AND PAY ONLINE at [www.72nsdc.com/programbookad](http://www.72nsdc.com/programbookad)**

**OR IF PAYING BY MAIL:** Send contract, payment in full and layout copy to:

72<sup>nd</sup> NSDC Program Book c/o Kay Trimm  
2515 County Road 11, Hayden, AL 35079  
Or email to [clogwildcloggers@gmail.com](mailto:clogwildcloggers@gmail.com)

Check Enclosed # \_\_\_\_\_ (Payable to 72<sup>nd</sup> NSDC)

Name on Card: \_\_\_\_\_

Credit Card No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ (Ensure expiration date is after July 2023) CVV: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Agreement and Specifications:**

It is agreed that prices above are for advertising space only. Advertiser's copy and graphics are preferred in digital form, but other formats can be accommodated. Each advertiser should submit, as a minimum, a rough draft of their ad, showing the general idea and layout as well the digital jpg format.

Requests for specific positions in the program book will be honored whenever possible at the discretion of the 72<sup>nd</sup> National Square Dance Convention® (72<sup>nd</sup> NSDC). All advertising copy is subject to acceptance by the 72<sup>nd</sup> NSDC and advertisers agree to indemnify, hold harmless and defend, at their expense, the 72<sup>nd</sup> NSDC, its officers, employees, successors, and assigns from and against any claims or lawsuits for libel or slander, violation of rights, copyright violations or copyright infringements, or other suits predicated on the content of any advertisement.

If for any reason advertiser's ad does not appear as agreed, advertiser's total recovery is hereby agreed to be limited to the lesser of a refund of the price paid by the advertiser for the ad, or the difference in the price of the ad as printed (according to the above schedule) and the amount actually paid.

**Camera-ready copy, layout, and payment in full must be submitted on or before February 15, 2023.**

Agreed as to the terms set out above, subject to final approval of the copy and layout.

\_\_\_\_\_  
Advertiser's Authorized Signature Date

\_\_\_\_\_  
Advertiser's Printed Name Title

\_\_\_\_\_  
Kay Trimm, Vice-Chairman Program Book, 72<sup>nd</sup> NSDC Signature Date