



NATIONAL GUARDIANSHIP ASSOCIATION

174 Crestview Drive, Bellefonte, PA 16823
Toll Free: 877-326-5992 • Fax: 814-355-2452
email: info@guardianship.org
website: www.guardianship.org

Marketing Options to Build Your Brand

The National Guardianship Association (NGA) has a membership of more than 1,000 individuals and businesses that provide guardianship services directly to their own clients, or who are affiliated with the guardianship profession. Founded in 1988, NGA was created to strengthen guardianship and its related services through quality assurance, networking and education.

Every day, guardians, fiduciaries and conservators across the nation make decisions for hundreds of thousands of people who have been appointed to their care by the courts. They purchase services, manage finances, handle real estate transactions, plan funerals, select living arrangements and make all the choices that people under guardianship would make on their own if they could.

You should be advertising with NGA if you provide services like these:

Banking	Investments	Trusts	Insurance
Legal	Real Estate	Title Search	Home Care
Assisted Living	Senior Housing	Home Improvement	Mortuary
Pre-Planned Funerals	Medical Supplies	Senior Care Items	Cleaning
Organizing	Computer Software	Accounting	Taxes

When you advertise with NGA, your company's products and services will be uniquely presented to a very targeted market. Because we are focused, we are able to offer advertisers one-on-one service that ensures that your company gets the greatest benefit from its marketing investment.



NGA's Newsletter: *The National Guardian*

- Distributed bimonthly by email to NGA members throughout the U.S. and several other countries (sample available on request)
- Permanently archived and available for members to read on the NGA website
- Contains feature articles, industry news, reports on NGA activities, member information and issues of interest to members
- Ads priced in color
- Ad rates are discounted for NGA members

NGA Colloquium on Guardianship

NGA's annual Colloquium on Guardianship in May offers a single-day educational event that draws attendees from across the country. Sponsorship opportunities are available for sessions and meals.

2015 Colloquium on Guardianship

May 15, 2015

Renaissance Cincinnati Downtown: Cincinnati, Ohio

NGA National Conference on Guardianship

NGA's annual National Conference on Guardianship in October offers opportunities for companies to take the spotlight as exhibitors or as sponsors of events, featured speakers and breakout sessions. The conference brings together as many as 450 people involved in the field of guardianship.

2015 National Conference on Guardianship

October 24 - 27

Phoenix Marriott Mesa: Mesa, Arizona

Your advertising contact with NGA is Rachel Jarabeck.

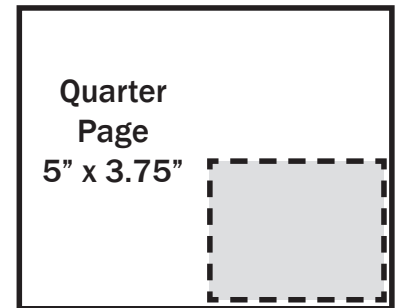
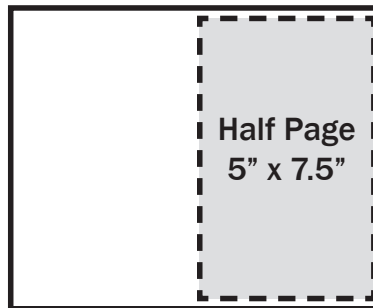
To place an ad or learn more about your marketing opportunities:

Call Toll Free: 877-326-5992 • email: info@guardianship.org • www.guardianship.org

Newsletter Advertising

(single issue rates stated per bimonthly issue)

	Member Full Year (6 issues)	Member Single Issue	Non-Member Full Year (6 issues)	Non-Member Single Issue
Full Page 10" wide X 7.5" high	\$600	\$200	\$750	\$250
Half Page 5" wide X 7.5" high	\$375	\$125	\$525	\$175
Quarter Page 5" wide X 3.75" high	\$270	\$90	\$360	\$120



Newsletter Ad Specifications

Ad rates are quoted for color copy. Black & white can be substituted, but there will be no reduction in rates.

To qualify for quoted rates, ads must be submitted in final form using one of the following formats: (Documents created on the MAC platform can only be accepted as a PDF.)

- High resolution TIF or JPG (Must be 300 dpi or higher.)
- PDF created in Acrobat Distiller, not PDF Writer. (Provide a high resolution PDF file and embed the fonts.)
- Production-ready hard copy. (This will be scanned and reproduction quality cannot be guaranteed.)

Enlarging or reducing existing ads: For best results, submit ads that are properly sized. It is not possible to guarantee reproduction quality when enlarging or reducing existing ads, especially those that contain screens or photos. For optimal quality, digital ads must be at least 300 dpi. Production-ready hard copy ads with screens or half-tones are especially prone to reduced quality when enlarged or reduced. NGA is not responsible for reproduction quality of an ad that is below standards.

Ad Design Services: Contact us if you need assistance designing your ad for our publications. Design service can be made available for an additional fee.

Acceptance Terms for All Advertising:

- Ads are non-commissionable and the official insertion contract must be used
- Ads must be production-ready to receive quoted rates
- Any change in production of repeat or new ad copy may be subject to additional cost
- Payment due before ad is published
- No refunds granted for cancellation of ads after the stated deadline for publication



NATIONAL GUARDIANSHIP ASSOCIATION

2015 Advertising Contract

Advertiser _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

____ Please add my name to the mailing list to receive information about the 2015 National Conference, October 24 - 27, Mesa, AZ.

Newsletter Advertising (Be sure to indicate issues in which you wish to place ads and the ad size.)

MEMBER FULL YEAR, BEGINNING IN THE _____ ISSUE

- _____ \$600 Full Page
- _____ \$375 Half Page
- _____ \$270 Quarter Page

MEMBER SINGLE ISSUE FOR ___ FEBRUARY ___ APRIL ___ JUNE ___ AUGUST ___ OCTOBER ___ DECEMBER

- _____ \$200 Full Page
- _____ \$125 Half Page
- _____ \$90 Quarter Page

NON-MEMBER FULL YEAR, BEGINNING IN THE _____ ISSUE

- _____ \$750 Full Page
- _____ \$525 Half Page
- _____ \$360 Quarter Page

NON-MEMBER SINGLE ISSUE FOR ___ FEBRUARY ___ APRIL ___ JUNE ___ AUGUST ___ OCTOBER ___ DECEMBER

- _____ \$250 Full Page
- _____ \$175 Half Page
- _____ \$120 Quarter Page Nationwide

DEADLINES:

February – Reserve Space by January 5; copy due January 19	August – Reserve Space by July 6; copy due July 20
April – Reserve Space by March 2; copy due March 16	October – Reserve Space by September 7; copy due September 21
June – Reserve Space by May 4; copy due May 18	December – Reserve Space by November 2; copy due November 16

Total Payment \$ _____

NGA Federal ID #: 36-3591860

Please email me a receipt for my records.

To Mail: send check or money order payable to NGA
with contract to:

NGA, 174 Crestview Drive, Bellefonte, PA 16823-8516
Toll Free: 877-326-5992 • email: info@guardianship.org
Or fax contract with credit card payment to: 814-355-2452

Credit Card Information: ___ Visa ___ MasterCard

Name on card (printed)

Signature

Account Number Exp. Date Security Code

Instructions for Submitting Ad Copy

- ____ We will email digital artwork to: rachel@atlasgmtres.com
- ____ We will mail camera-ready hard copy. (Call 877-326-5992 for editorial mailing address)

Contract Regulations

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| <ol style="list-style-type: none"> 1) A contract must be completed and signed by all advertisers. 2) First-time advertisers must pay in full within ten (10) days of reserving space. 3) Payment for ads is required within thirty (30) days of billing. 4) Contents of ads are subject to approval. NGA reserves the right to reject or cancel any ad, insertion order or space reservation at any time. | <p>and all claims and conditions printed in the ad.</p> <ol style="list-style-type: none"> 6) Advertisements are positioned at the discretion of the editor, except where a specific position is purchased. 7) If copy is not received by the stated deadline, the ad will be canceled and the advertiser will be responsible for paying for the contracted space. 8) Cancellations or changes in specifications may not be made by the advertiser after the closing date to reserve space. |
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