

**2010 RATES: The Voice - A NEDA Member Monthly Newsletter**  
 A Cost Effective Marketing Tool Reaching The Electronic Distribution Industry  
 NEDA Members Save 20%



Advertiser Name \_\_\_\_\_

Contact Name \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Payment Method**

MasterCard / VISA / AMEX # \_\_\_\_\_ CVC # \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

Check Enclosed, Payable to **National Electronic Distributors Association**

**Total Due \$** \_\_\_\_\_

**BLACK & WHITE and COLOR ADS AVAILABLE!**

**Choose the publication month and advertising option:**

<input type="checkbox"/>	Jan'10	<input type="checkbox"/>	Feb'10	<input type="checkbox"/>	Mar'10	<input type="checkbox"/>	Apr'10	<input type="checkbox"/>	May'10	<input type="checkbox"/>	June'10
<input type="checkbox"/>	July'10	<input type="checkbox"/>	Aug'10	<input type="checkbox"/>	Sept'10	<input type="checkbox"/>	Oct'10	<input type="checkbox"/>	Nov/Dec'10	<input type="checkbox"/>	Jan'11

Frequency		1x	3x	6x	12x				
<b>FULL PAGE</b>									
Color	Non-Member Rate	<input type="checkbox"/>	\$863	<input type="checkbox"/>	\$825	<input type="checkbox"/>	\$788	<input type="checkbox"/>	\$750
	Member Rate (Save 20%)	<input type="checkbox"/>	\$690	<input type="checkbox"/>	\$660	<input type="checkbox"/>	\$630	<input type="checkbox"/>	\$600
Black & White	Non-Member Rate	<input type="checkbox"/>	\$719	<input type="checkbox"/>	\$688	<input type="checkbox"/>	\$656	<input type="checkbox"/>	\$625
	Member Rate (Save 20%)	<input type="checkbox"/>	\$575	<input type="checkbox"/>	\$550	<input type="checkbox"/>	\$525	<input type="checkbox"/>	\$500
<b>HALF PAGE</b>									
Color	Non-Member Rate	<input type="checkbox"/>	\$450	<input type="checkbox"/>	\$428	<input type="checkbox"/>	\$405	<input type="checkbox"/>	\$390
	Member Rate (Save 20%)	<input type="checkbox"/>	\$360	<input type="checkbox"/>	\$342	<input type="checkbox"/>	\$324	<input type="checkbox"/>	\$312
Black & White	Non-Member Rate	<input type="checkbox"/>	\$375	<input type="checkbox"/>	\$356	<input type="checkbox"/>	\$338	<input type="checkbox"/>	\$325
	Member Rate (Save 20%)	<input type="checkbox"/>	\$300	<input type="checkbox"/>	\$285	<input type="checkbox"/>	\$270	<input type="checkbox"/>	\$260
<b>QUARTER PAGE</b>									
Color	Non-Member Rate	<input type="checkbox"/>	\$225	<input type="checkbox"/>	\$210	<input type="checkbox"/>	\$195	<input type="checkbox"/>	\$188
	Member Rate (Save 20%)	<input type="checkbox"/>	\$180	<input type="checkbox"/>	\$168	<input type="checkbox"/>	\$156	<input type="checkbox"/>	\$150
Black & White	Non-Member Rate	<input type="checkbox"/>	\$188	<input type="checkbox"/>	\$175	<input type="checkbox"/>	\$163	<input type="checkbox"/>	\$156
	Member Rate (Save 20%)	<input type="checkbox"/>	\$150	<input type="checkbox"/>	\$140	<input type="checkbox"/>	\$130	<input type="checkbox"/>	\$125
<b>CUSTOMER SUPPLIED INSERT</b>				<input type="checkbox"/>	\$1,000	Non-Member Rate			
				<input type="checkbox"/>	\$ 800	Member Rate(Save 20%)			

All prices listed are NET PER ISSUE. All materials submitted to produce the advertisement automatically become the property of NEDA and are non-returnable.

## Newsletter Ad Specification Sheet

Reach Over 95% of the Distribution Industry - Advertise in NEDA News

By placing your ad in the NEDA News, you gain access to the leading distributors and manufacturers who represent over 95% of all electronic components sold through distribution. Our member companies span a broad range of local, regional and national distributors.

### Mechanical Specifications:

- Full Page: 7.5 x 10
- Half Page Horizontal: 7.5 x 4.75
- Half Page Vertical: 3 11/16 x 9.75
- Quarter Page: 3 11/16 x 4.75
- Customer Supplied Insert:  
8.5 x 11 maximum

Submit Electronic Materials to:  
Debbie Conyers  
dconyers@nedassoc.org  
678-393-9990

We will accept color or black & white ads.

- We only accept electronic files. Please be sure to include all supporting files, especially fonts.
- Save all files as TIF, EPS, JPEG or PDF. Images should be saved as grayscale for black & white ads, or CMYK for color files.
- Materials are due approximately 3 weeks prior to publication date.

**Note:** Ad placement is up to the discretion of NEDA. If room is unavailable within the newsletter, NEDA reserves the right to use ad as an insert to the newsletter.

### Customer Supplied Inserts

Ship inserts to NEDA: 1111 Alderman Drive, Suite 400, Alpharetta, Ga. 30005-4175.

### Cancellation Policy

- No cancellations will be accepted after the contract due date for each issue.
- If an Advertising Agreement is submitted but art is not received by the Materials Submission date, advertiser will be billed at the following rates: Full page-\$100, Half Page-\$60, Quarter Page-\$50.

**Frequency:** The NEDA Voice is published monthly, except for a combined issue for Nov/Dec.

**Ad Rates:** Rates listed are per issue, NET, U.S. dollars only.

**Space Reservation and Materials Submission:** Space reservations must be secured 5 weeks prior to mailing date. Materials are due 4 weeks prior to mailing date.

Month	Mailing Date	Reservation Date	Material Submission
February	02/01/10	12/28/09	01/04/10
March <i>Online</i>	03/01/10	02/05/10	02/12/10
April	04/01/10	02/25/10	03/04/10
May <i>Online</i>	04/30/10	04/09/10	04/16/10
June	06/01/10	04/27/10	05/04/10
July <i>Online</i>	07/01/10	06/09/10	06/16/10
Aug	08/02/10	06/28/10	07/05/10
Sept <i>Online</i>	09/01/10	08/10/10	08/17/10
Oct	10/01/10	08/27/10	09/03/10
Nov/Dec	12/01/10	10/26/10	11/03/10
January '11 <i>Online</i>	01/03/11	12/20/10	12/27/10

**Call NEDA for further information 678-393-9990.**

