**ADVERTISING OPPORTUNITIES**

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Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.
Company responsible for production costs and cost of labor to install/dismantle graphics.
Mobile App Splash Screen
$25,000
Your advertisement appears as the splash screen of the Annual Meeting mobile app. Every time the mobile app launches your message appears for three seconds on the splash screen. This is a sole sponsorship opportunity to connect with attendees. The splash screen will link to your designated URL or e-Booth profile.

Specifications
Advertiser should submit scalable high-res or vector graphic.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Letter of Agreement (LOA) must be submitted by August 3 to receive.

Deadline
Signed LOA and ad materials due September 21.

Mobile App Banner Ads
$7,500
Mobile app advertising is a great way to reach attendees with interactive advertising. Your ad will show at the bottom of the slide-out menu and the default home icon (exhibitor listing). It will be on screen for four seconds and will link to your designated URL or e-Booth profile. Maximum of eight advertisements will rotate on screen. Different ads can be submitted for specific time periods.

Per ACCME regulations, advertisements cannot appear on pages containing educational content.

Specifications
• Limited to eight advertisers. Rotating.
• 455 x 80 pixels
• PNG Format (without transparency)
• No interlaced images. Images must have opaque backgrounds, not transparent.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Signed LOA must be submitted by July 22 to receive.

Deadline
Signed LOA and ad materials due September 21.

Mobile App Statistics
The Annual Meeting mobile app was downloaded on average by 2,200 attendees and has an average of more than 223,300 total number of views.

Banner ads received over 6,000,000 impressions.*

*Data from 2019 mobile app usage.
Annual Meeting Home Page

$15,000 and $10,000

Share your advertising message early with a wide audience with a banner ad on the NASS Annual Meeting home page--www.nassannualmeeting.org--viewed thousands of times* by meeting attendees and prospects. The Annual Meeting home page is a perfect venue to build attendee anticipation to visit your booth and raise your profile. Two banners are available. Each banner ad will link to a designated URL. Ad will run on the website from mid-May to end of meeting.

Two advertising positions available:
- Leaderboard (top of home page): $15,000
- Integrated content ad (placed in the middle of the home page within content): $10,000

Annual Meeting webpage received over 146,000 pageviews between May 14 and October 1, 2019.

Specifications
- Leaderboard ad: 728 x 90 pixels
- Integrated content ad: 1500 x 120 pixels. Live area is 1100 x 120 pixels.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
For maximum exposure, signed LOA and ad materials should be submitted around May 18.
e-Previews and e-Dailies
$5,000 and $3,000

Banner ads are available in the e-Previews and e-Dailies. These communications sent to approximately 35,000 spine care professionals leading up to and during the Annual Meeting. The e-Previews sent in July, August and September promoting the meeting, and e-Dailies sent on Wednesday, Thursday and Friday of the meeting highlighting the day’s events. Each banner ad will link to a designated URL.

Three advertising positions are available in each communication:
- Leaderboard ad (one available): $5,000 each communication; home page only.
- Vertical side skyscraper ad (two available): $3,000 each communication; home page only.

Specifications
- Leaderboard banner: 600 x 90 pixels
- Vertical side skyscraper banner: 160 x 600
- File sizes no larger than 50kb
- No animation allowed.

Deadlines
- e-Preview: Signed LOA and ad materials due June 30, July 31 and August 31.
- e-Daily: Signed LOA due September 8; ad materials due September 21.

Specifications
- Leaderboard banner: 600 x 90 pixels
- Vertical side skyscraper banner: 160 x 600
- File sizes no larger than 50kb
- No animation allowed.
Annual Meeting Housing Confirmation Email

$10,000

Your display advertisement is included on emails sent to all attendees who secure housing for the Annual Meeting through the official NASS housing coordinator, onPeak. After an attendee registers for the Annual Meeting he/she is able to reserve his/her hotel room(s) through onPeak. After this process the attendee is sent an official hotel confirmation reservation email that will prominently display your advertisement with URL link and animation capability. Ad is included in individual and group confirmation emails throughout the Annual Meeting’s hotel booking experience. Registration opens April 14, 2020.

Specifications
Advertiser will need to submit two different size ads, one for individual confirmation emails and one for group confirmation emails.

Individual Confirmation Emails Ad Dimensions:
- 680 pixels (w) by max. 100 pixels (h)
- Acceptable Files Types: GIF, JPEG
- Max File Weight: 40k
- Animation/Looping Restrictions: Max Animation Time 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- Audio: no sound

Group Confirmation Emails Ad Dimensions:
- 250 pixels (w) by max. 300 pixels (h)
- Acceptable Files Types: GIF, JPEG
- Max File Weight: 40k
- Animation/Looping Restrictions: Animation/Looping Restrictions: Max Animation Time 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- Audio: no sound

NASS/onPeak is not responsible for any animation display issues due to the limitations of html email and email clients.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Ad is inserted at any time but for fullest exposure, materials should be submitted by April 6, 2020.
Digital Displays
$7,500 per ad on two screens
Capture attendees’ attention with this eye-catching digital display opportunity. These two large, high-resolution display screens will feature your product or invite attendees to your booth. Your ad will appear on both screens. Screens are centrally located in B Lobby, near registration and the Technical Exhibit Hall entrance. Your ten-second ad will rotate within a 3:20 loop that runs throughout the day. Each ten-second ad will receive approximately 20 exposures per hour/per display. Ads will run Wednesday, Thursday and Friday. The screens are located in the B Lobby, center concourse and above Technical Exhibition Hall Entrance in the B Lobby.

Specifications
Lobby B1 Video Wall Specifications:
• 27’ W x 3.5’ H screen size, double-sided
• 3mm pixel pitch, HD Direct View LED
• JPEG and PNG still file formats
• MPEG-4 and H.264 video file formats
• 3120 x 406 resolution

Hall B1 Entryway Marquee Specifications
• 45’ W x 4’ H screen size, single-sided
• 3mm pixel pitch, HD Direct View LED
• JPEG and PNG still file formats
• MPEG-4 and H.264 video file formats
• 5520 x 540 resolution

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1

Digital Posters
$5,000 per ad on three screens
These dynamic, attention-grabbing displays are a great way to highlight your product and drive traffic to your booth. Three of these mobile, digital posters will be located on the second level of the convention center near the session rooms. Your ad will appear on all three screens. Your ten-second ad rotates within a 3:20 loop run throughout the day. Each ten-second ad will receive approximately 20 exposures per hour/per display. Ads will run Wednesday, Thursday and Friday.

Specifications
• 4’ W x 6.5’ H screen size, single-sided
• 2.5mm pixel pitch, HD Direct View LED
• JPEG and PNG still file format
• MPEG-4 and H.264 video file format
• 452 x 756 resolution

Deadlines
• Signed LOA due September 11
• Ad materials due September 11
Learning Lounge: A Place for Discussion, Debate and Drinks
$50,000 (Exclusive Sponsorship)

The NASS attendee lounge is a proven high-profile, high-traffic area for attendees to sit, relax, meet and chat.

This exclusive sponsorship has several engagement opportunities within the Learning Lounge to draw even more traffic. Events such as daily happy hour, speakers, presentations and “animal encounters” will draw attendees to the area and expose them to your message.

Recognition
• Branded table tops (Twenty-five 36” rounds scattered throughout lounge)
• Six floor decals (18” square)
• Graphics on corner knee walls

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1

Hotel Key Cards
$30,000 SOLD

Your advertising message is handed directly to attendees upon check-in and reinforced each instance they access their room. This is a unique, not-to-be-missed advertising opportunity.

Key cards distributed at the five hotels with the largest NASS housing block*:
• Manchester Grand Hyatt
• Marriott Marquis & Marina
• Hilton San Diego
• Omni San Diego
• Hard Rock San Diego

*Other hotels from the NASS block may be added for the cost of the hotel advertising fee.

Specifications
Sponsor can design and produce key cards following hotel and NASS specifications for the five hotels with the largest NASS housing blocks.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3
• Ad materials due August 17
Banners
$15,000 to $25,000
All banners are located in prominent positions throughout the San Diego Convention Center. These large, highly visible banners are great to announce your new product launch or drive traffic to your booth. Large surface area allows for a wide range of creative options.

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Locations
All banners are located in the Exhibit Hall Lobby on the Ground Level.

Section 1:
• Banner ABL B1:
  Single-Sided, 51’ W x 6’ H, $25,000
• Banner AL B2:
  Single-Sided, 51’ W x 6’ H, $25,000
• Banner AL B5:
  Double-Sided, 18’ W x 8’ H, $25,000
• Banner B1L B11:
  Single-Sided, 25’ W x 6’ H, $20,000
• Banner B1L B13:
  Single-Sided, 24’ W x 6’ H, $20,000
• Banner B1L B4:
  Double-Sided, 18’ W x 8’ H, $25,000
• Banner B1L B6:
  Single-Sided, 51’ W x 6’ H, $25,000
• Banner B1L B8:
  Double-Sided, 18’ W x 8’ H, $25,000
• Banner B1L B9:
  Single-Sided, 25’ W x 6’ H, $20,000
• Banner B2L B16 (elevator):
  Single-Sided, 7’-6” W x 49’ H, $35,000

Section 2:
• Banner B2L B17:
  Single-Sided, 38’ W x 6’ H, $20,000
• Banner B2L B18:
  Single-Sided, 38’ W x 6’ H, $20,000
• Banner CL B10:
  Single-Sided, 51’ W x 6’ H, $20,000
• Banner CL B11:
  Single-Sided, 51’ W x 6’ H, $20,000
• Banner CL B2:
  Single-Sided, 25’ W x 6’ H, $10,000
• Banner CL B4:
  Single-Sided, 25’ W x 6’ H, $10,000
• Banner CL B7:
  Single-Sided, 51’ W x 6’ H, $15,000
• Banner CL B9:
  Double-Sided, 18’ W x 8’ H, $15,000

Section 3:
• Banner CL B12:
  Double-Sided, 18’ W x 8’ H, $15,000
• Banner CL B13:
  Single-Sided, 51’ W x 6’ H, $15,000
• Banner CL B14:
  Single-Sided, round, 20’-0” diameter, $20,000
• Banner CL B15:
  Double-Sided, 51’ W x 6’ H, $15,000

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program
Note: All banners are eligible for additional recognition.

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1
Escalator Clings
$15,000 each
Catch the eye of attendees as they ride the escalators to and from the session rooms and Technical Exhibition.

Escalator Set B1L ED1 AB Left
Exhibit Hall Lobby, Ground Level, Section 1
Double-Sided, (2) 905.5" W x 26" H

Escalator Set B1L ED1 CD Right
Exhibit Hall Lobby, Ground Level, Section 1
Double-Sided, (2) 905.5" W x 26" H

Escalator Set CL ED1 AB Left
Exhibit Hall Lobby, Ground Level, Section 2
Double-Sided, (2) 905.5" W x 26" H

Escalator Set CL ED1 CD Right
Exhibit Hall Lobby, Ground Level, Section 2
Double-Sided, (2) 905.5" W x 26" H

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1
Column Wraps

$5,000 to $7,500

Column wraps and wall clings are a great, cost-effective way to promote your booth location and highlight products.

Upper Level, Ballroom 6 Lobby:

- Column Wrap ULBS CW3, Section 12: Wrap Around, 153” W x 137” H, $7,500
- Column Wrap ULBS CW4, Section 12: Wrap Around, 153” W x 137” H, $7,500
- Column Wrap ULCS CW3, Section 12: Wrap Around, 153” W x 137” H, $7,500
- Column Wrap ULCS CW4, Section 12: Wrap Around, 153” W x 137” H, $7,500

Exhibit Hall Lobby, Ground Level:

- Column Wrap CL CW1, Section 2: Single-Sided, 271” W x 96” H, $7,500
- Column Wrap CL CW5, Section 3: Single-Sided, 271” W x 96” H, $7,500

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
(for column wraps valued at $7,500)

- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines

- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1
Wall Clings  
$5,000 to $20,000

**Exhibit Hall Lobby, Ground Level:**
- Wall Decal AL WD4:  
  Section 1, Single-Sided, 114.75" W x 174.5" H, $5,000
- Wall Decal B1L WD2:  
  Section 1, Single-Sided, 112" W x 174.5" H, $5,000
- Wall Decal CL WD2:  
  Section 2, Single-Sided, 470.5" W x 164" H, $15,000

Additional Recognition  
(for wall cling valued at $15,000)
- In the Sept/Oct issue of *SpineLine*
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Tabletop Branding  
$3,500 per set of five

Splash your company logo or product on decals adhered to the public seating tabletops in the upper level foyer. Available public seating is highly utilized by attendees as they gather to meet, check emails and relax between sessions.

Five sets of five tables and chairs (25 tables total) are available. Decals are 30" in diameter.

**Deadlines**
- Signed LOA due September 1
- Ad materials due September 1
Footprints
$15,000
Lead attendees directly to your booth with these easily noticed and impactful ads. Starting from the Technical Exhibition entrance to your booth, each 18”x 18” decal is an advertisement in itself.

Decorating fees for production, installation and removal are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1

Shuttle Bus Schedule Signs
$10,000
Increase your company’s visibility by being the sole advertiser on the highly visible shuttle bus schedule signs located at the shuttle bus drop-off/pick-up on Harbor Drive in front of the convention center.

Specifications
Imprinted area on shuttle sign is 3’ W x 2’ H.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1

Complimentary Coat and Bag Check
$5,000 (Exclusive sponsorship)
An opportunity to sponsor the complimentary coat and bag check at the convention center. Conveniently located outside Hall C, the check room will be open Wednesday through Saturday during meeting hours.

Recognition of sponsorship will be noted on signage outside bag check area and on directional signage throughout the convention center.

Deadlines
• Signed LOA due August 17
• Ad materials due September 1
Bus Wraps
$15,000
Meeting shuttle buses wrapped with your advertising message. Buses will run every 15 minutes during peak hours.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1

Resident, Fellow and Program Director Luncheon
$7,500
Join residents, fellows and program directors in a casual luncheon environment. The luncheon a great way to interact with residents, fellows and program directors while enjoying a pizza lunch.

You’ll receive recognition on luncheon signage and advertiser can provided branded napkins and cups. Two company representatives may attend the luncheon.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3

Beverage Stations
$30,000
Have your logo on signage, napkins and tent cards in our beverage stations during seven networking breaks. Attendees will enjoy complimentary beverages during morning and afternoon breaks. Breaks occur Wednesday morning and afternoon, Thursday morning and afternoon, and Friday morning in the Technical Exhibition. Friday afternoon and Saturday morning breaks are outside of the general session room. Two signs with your company logo supplied along with two tent cards placed at each beverage station. Company supplies napkins.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1
Pocket Guide
$10,000
This guide distributed to all attendees includes a Meeting-At-A-Glance schedule, exhibitor listing and Technical Exhibition floor plan. Your ad spread (two 4” x 7” panels) appears on the inside front cover and first page. NASS will manage printing and direct invoice company.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Pocket Map
$8,000
Distributed to all attendees, the map provides a city map highlighting San Diego hot spots on one side and floor plans to navigate the convention center on the other. Your ad message (2 1/2” x 5 1/2”) prominently appears on the back panel. NASS will manage printing and directly invoice company for printing costs.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Tote Bag Inserts
$5,000
Have your ad message in the tote bag that attendees acquire at registration. Your two-sided, 8 1/2” x 11” advertisement will help drive more traffic to your booth. Company supplies 3,500 inserts. Maximum of ten inserts available.

Deadlines
- Signed LOA due August 17
- Ad materials due September 1
Annual Meeting Final Program
See rates below
Distributed onsite, the Annual Meeting Final Program is the exclusive publication that includes the complete scientific program for the meeting. It also includes attendee resources, meeting-at-a-glance, exhibitor directory, guest speakers, event highlights, meeting room floor plans and shuttle service.

Rates
• Back Cover: $5,100
• Inside Covers (ICs): $4,600
• Opposite ICs: $4,600
• Opposite TOC: $4,600
• Full-page: $3,950

Ad rates based on four-color process. No agency discounts. Trim size, 8.5” x 11”; for bleed add .125” to all sides.

Deadlines
• Signed LOA due August 24
• Ad materials due September 1

Company Logo in Final Program
$500
Your exhibitor description will stand out in the Final Program by adding your logo. Enhancing your listing is a cost-effective way to gain more visibility.

Deadlines
• Signed LOA due August 24
• Ad materials due September 1

SpineLine
See rates below
SpineLine is the clinical and news magazine of the NASS. Each bimonthly issue examines current topics and delivers quality content on cutting-edge issues. Approximately 8,000 physicians, researchers, physician assistants, nurse practitioners and other spine specialists receive SpineLine.

Rates
For Sept/Oct Pre-show Issue with Onsite Bonus Distribution at Membership and Publication booths.
• Back Cover: $3,800
• Inside Covers: $3,550
• Opposite TOC: $3,550
• Full-page: $3,075

Trim size, 8.5” x 11”; for bleed add .125” to all sides.

Sept/Oct Issue Deadlines
• Signed LOA due July 8
• Ad materials due July 15

Two Issue Show Advertising Package
$6,300
Includes full-page, four-color ads in:
• Sept/Oct SpineLine show issue ($2,750)
• Final Program ($3,550)
Save 10% off the regular rates

Three Issue Show Advertising Package
$7,000
Includes full-page, four-color ads in:
• Sept/Oct SpineLine show issue ($2,500)
• Final Program ($3,150)
• Nov/Dec SpineLine post-show issue ($1,360)
Nearly 20% off the regular rates
NASS Daily News

See rates below

The Daily is distributed to attendees walking into the convention center as well as available on racks placed throughout the center. The Daily showcases live coverage and current event information during the meeting.

- Drive traffic to your booth daily with your three-issue ad buy.
- Capture attendees’ attention through multiple advertising messages.
- Showcase a new product launch.

NASS Daily News Rates (3 issues)

- Back Cover (9.5” x 13”): $9,750
- Inside Front Cover (9.5” x 13”): $8,450
- Inside Back Cover (9.5” x 13”): $7,450
- Full Page (9.5” x 13”): $6,450
- Half Page (Horizontal 9.5” x 6.5”; Vertical 4.625” x 13”): $4,950

Deadlines

- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Deadline dates are subject to change.

NASS Daily Belly Flap

$12,000 (3 issues)

Get your message front and center with a stitched belly flap on the front cover of the Daily. Your message will be the first the viewer sees. Advertiser to provide the printed belly flap; use 100# gloss text paper stock. Print on both sides to gain additional visibility.

Deadlines

- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Deadline dates are subject to change.