National Guardianship Association

Marketing Options

Use NGA and Make Connections

The National Guardianship Association (NGA) has a membership of more than1,000 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 for their wards that these individuals would make on their own if they could. NGA members mainly work with adult wards making decisions related to their life needs.

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

Banking	Investments
Trusts	Bonding
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 insures that your company gets the greatest benefit from its marketing investment. NGA advertising is handled by Georgene Thompson. To place an ad or learn more about your marketing opportunities —

Call Toll Free: 877-326-5992
Email: info@guardianship.org

NGA's Newsletter
The National Guardian

- Distributed by email Spring, Summer, and Fall/Winter to NGA members throughout the U.S. and several other countries (Sample available on request.)
- Also permanently archived and available for members to read on the NGA website
- Contains feature articles, industry news, reports on NGA activities, information about members, and updates issues of interest to members
- Ads priced in color
- Ad rates are discounted for NGA members
- Deadlines to reserve space:
  Spring - January 15 (Published March)
  Summer - June 15 (Published August)
  Fall/Winter - October 15 (Published December)

NGA E-Bulletins

- Ads can be included in individual emailed notices to the entire NGA membership
- Publication dates vary throughout the year, call for current scheduling or to arrange for a specific date
- Ad rates discounted for NGA Members
- Your ad can be linked to your website or email

NGA's Conference

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. This event brings together as many as 450 people.

2010 NATIONAL CONFERENCE
October 2 - 5, Hershey, PA

2011 NATIONAL CONFERENCE
October 1 - 4, Minneapolis, MN

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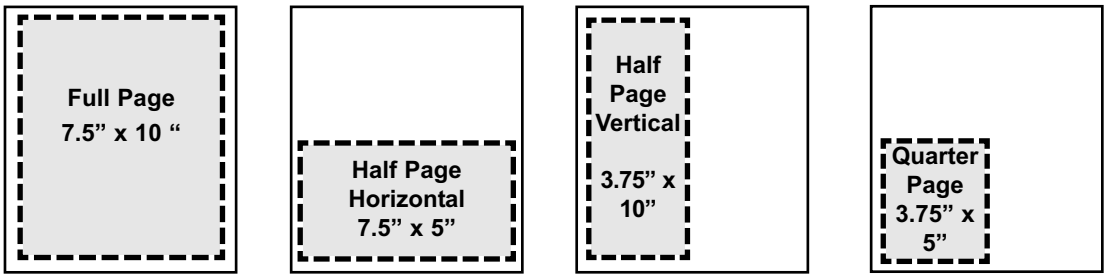
Newsletter Advertising Rates

(Rates Stated Are Per Issue or 3 Times for Full Year)

Type of Ad	Ad Size	Member Rate	Non-Member Rate	Full Year Member Rate	Full Year Non-Member Rate
Full Page	7.5" w x 10 " h	$200	$250	$525	$675
Half Page Horizontal	7.5" w x 5" h	$125	$175	$300	$450
Half Page Vertical	3.75" w x 10" h	$125	$175	$300	$450
Quarter Page *Vertical Only*	3.75" w x 5" h	$90	$120	$225	$300



Newsletter Ad Specifications — Call 877-326-5992 for Questions

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.)*

- ► QuarkXpress file with linked images and fonts included (PC Platform Only)
- ► 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.)
- ► Camera-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. Camera-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 camera-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

About NGA E-Bulletin Advertising

Rates Per Single Insertion: $200 for Members $300 for Non-Members

NGA regularly emails information to the membership. These may be bulletins to provide updates and details on meetings and events, an alert on some issue of importance to the industry, or a notification about NGA benefits and services. Sponsors of an *NGA E-Bulletin* receive a horizontal ad equal to approximately 1/4 of an 8 1/2 x 11 inch page. The ad can be hot-linked to a website or email address. Because *E-Bulletins* are distributed on an as needed basis, we can generally accommodate an advertiser's need for almost immediate distribution.

Call 877-326-5992 to discuss ad placement. No E-bulletin contracts will be accepted without prior approval.

NATIONAL GUARDIANSHIP ASSOCIATION

Advertising Contract Effective January 2010 - December 2010

Advertiser _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

____ Please add my name to the mailing list to receive information about the 2010 National Conference, October 2 - 5 , in Hershey, PA.

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

FULL YEAR OF ADS (3 ISSUES) BEGINNING WITH THE _____ ISSUE

MEMBER FULL YEAR AD RATES:

_____ $525 Full Page _____ $300 1/2 page (Hor.) _____ $300 1/2 page (Vert.) _____ $225 1/4 page(Vert.)

NON-MEMBER FULL YEAR AD RATES:

_____ $675 Full Page _____ $450 1/2 page (Hor.) _____ $450 1/2 page (Vert.) _____ $300 1/4 page(Vert.)

ONE TIME AD FOR THE ____ SPRING ISSUE ____ SUMMER ISSUE ____ FALL/WINTER ISSUE

MEMBER ONE ISSUE AD RATES:

_____ $200 Full Page _____ $125 1/2 page (Hor.) _____ $125 1/2 page (Vert.) _____ $90 1/4 page(Vert.)

NON-MEMBER ONE ISSUE AD RATES:

_____ $250 Full Page _____ $175 1/2 page (Hor.) _____ $175 1/2 page (Vert.) _____ $120 1/4 page(Vert.)

Deadlines:
Spring - Reserve Space by January 15; Copy Due by February 1 (Published March)
Summer - Reserve Space by June 15; Copy Due by July 1 (Published August)
Fall/Winter - Reserve Space by October 15; Copy Due by November 1 (Published December)

NGA E-Bulletin Advertising ____ $200 Member Rate _____ $300 Non-Member Rate

$_____ Sponsorship of one *NGA E-Bulletin* includes a horizontal ad equal to approximately 1/4 of an 8.5 x 11 inch page with a hotlink to an email or website address. Scheduled for _____in consultation with Georgene Thompson.

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 noted to:
Fax: 814-355-2452

Credit Card Information: ☐ Visa ☐ MasterCard

_____
Name on card (printed)

_____
Signature

_____ _____
Account Number Exp. Date

Instructions for Submitting Ad Copy

____ We will email digital artwork to: georgene@heusergroup.com
(To verify accurate electronic transmission, also fax a copy of the emailed artwork to 717-243-1586.)

____ We will mail camera-ready hard copy. (Call 877-326-5992 for Editorial Mailing Address.)

Contract Regulations

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 ad 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.
5/ The advertiser is responsible for correct advertisements including copy, and all claims and conditions printed in the ad.
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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