



NATIONAL WATERMELON ASSOCIATION, INC. ADVERTISING PRICING AGREEMENT

PRINTED MEDIA ADVERTISING PRICING – The Vineline and National Convention Program Book

Rates are Per Issue	Quarter Page	Half Page	Full Page	Inside Cover	Back Cover	Number of Issues	Amount
Black & White	\$140	\$175	\$250	n/a	n/a		\$
Black + 1 Color	\$175	\$225	\$300	n/a	n/a		\$
Black + 2 Colors	n/a	\$275	\$350	n/a	n/a		\$
Full Color	n/a	\$375	\$450	\$500	\$550		\$
Banner Ads – Per Queen Page	\$125	n/a	n/a	n/a	n/a		\$
							\$
5% Discount for Ad's in all 4 Vineline Issues							\$ ()
10% Discount for Ad's in all 4 Vineline Issues and National Convention Program							\$ ()
Total Due							\$
Please indicate which issues you wish to run your advertisement in. Please check all that apply							
Convention Program	Winter (Jan-Mar)	Spring (Apr-June)	Summer (Jul-Aug)	Fall (Oct-Dec)			

ELECTRONIC MEDIA ADVERTISING PRICING – NWA Website and Off The Vine

Rates are Per Calendar Year	Banner	Half Page	Full Page	Amount
Off The Vine	n/a	\$350	\$500	\$
Website	\$500	n/a	n/a	\$

ALL ADS (for both printed and electronic media) MUST BE SUBMITTED ELECTRONICALLY

Company Name: _____

Contact Person: _____

Billing Address: _____

Phone: _____ Fax: _____

E-Mail Address: _____

Please return completed form to:

National Watermelon Association, Inc. 104 E. Reynolds Street, Suite 212 Plant City, FL 33563

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