

**National Association of Parliamentarians®
41st Biennial Convention**

**2017 SOUVENIR JOURNAL
ADVERTISING GUIDELINES PACKET**

**NAP 41ST BIENNIAL CONVENTION
SEPTEMBER 8 - 11, 2017**

**The Westin Lombard
Yorktown Center
Lombard, Illinois**

Just beyond the Chicago skyline lies an event you won't want to miss!

Included in this packet are:

- Letter from the President (p. 2)
- Ad Guidelines (p. 3)
- Member, Unit, and Association Order Form (p. 4)
- Friend of NAP Order Form (p. 5)
- A sample solicitation letter (p. 6)



NATIONAL ASSOCIATION OF PARLIAMENTARIANS®

213 South Main Street, Independence, MO 64050 | 816.833.3892 | 888.627.2929 | hq@nap2.org
www.parliamentarians.org | www.facebook.com/parliamentarians

Dear Members, Units, and Associations,

You are invited be a part of the National Association of Parliamentarian's 41st Biennial Convention Souvenir Journal. The convention will be held September 8-11, 2017, at the Westin Lombard Yorktown Center in Lombard, Illinois.

Participation can be through your attendance, sponsorship, vending and advertisement. Funds from supporters like you help promote the many educational, youth and community activities NAP offers worldwide. This booklet outlines several opportunities to communicate directly with our members through advertisement in the Souvenir Journal.

NAP is a nonprofit professional association dedicated to the promotion of good governance and civil discourse through the study of parliamentary procedure. With more than 3000 members in eight countries, our educational initiatives provide students and members with opportunities to strengthen their procedural and leadership skills. To find out more about NAP, visit our website at www.parliamentarians.org.

Come join us in Lombard, Illinois, just west of Chicago, and particularly at the convention's signature celebratory event, the Blue and Silver Gala, on Saturday, September 9.

With appreciation,

Mary L. Randolph
President



NAP 41st Biennial Convention Souvenir Journal Advertising Guidelines

August 1, 2017, is the last day to submit an advertisement for the Souvenir Journal. Once received, no changes to text or photos can be accepted, so please review all submissions before sending.

Text Specifications

- Text should be submitted as a Microsoft Word document. See the Ad Form for ad sizes.
- Limit the number of fonts used; one often yields the best results.
- Limit use of bold, italicized and underlined text.
- Run spell/grammar check. The Journal Committee is not responsible for typographical, spelling, grammar, or other errors.

Photo Specifications

- Send images as separate attachments. Do not send photos in a Word document.
- Photos may be color or black-and-white. Scanned reproductions of an image from another publication cannot be used.
- Unit and association photos must be “landscape” orientation (horizontal).
- Submit photos hi-res (high resolution) in .tiff, .gif, or .jpg format. (Do not submit thumbnails.) As a rule, the larger the image file the better it will print.
- If an image is to be printed in two places, submit it twice. For example, if the same photo is to be used as a unit picture and on an association page, upload it individually using the appropriate ad form, one identified as “Unit ABC.jpg” and the other as “Association 123.jpg.”

Submission Steps

1. Submit one order form for each ad.
2. As separate attachments, e-mail to Judith Reynolds, PRP, at journal@nap2.org the (a) ad with text in Word and (b) the image(s)
3. Determine form of payment.
 - A. To pay by credit card, submit your “order” online [through the NAP Bookstore](#).
 - B. To pay by check, submit a money order, certified check, unit check or association check payable to NAP and mail it with the order form.
4. Mail a (a) hard copy of your ad, (b) check, if applicable and (c) completed order form to Journal Chairman Judith Reynolds, PRP, PO Box 841, Homewood, IL 60430
5. Questions? Contact Judith Reynolds at (708) 799-6851 or journal@nap2.org.



NAP 41st Biennial Convention Souvenir Journal Member, Unit, and Association Advertising Form

DEADLINE: August 1, 2017

Member/Unit/Association Name _____

Contact Name _____

E-mail Address _____

Phone Number _____

✓	Type of Ad	B x W	Color	Total
	Business card (3.5" wide x 2" high)		\$25	
	Half page (7" wide x 4.5" high)	\$75	\$100	
	Full page (7" wide x 9" high)	\$100	\$125	
	Inside FRONT cover (7" x 9") COLOR (call to determine availability)	NA	\$500	
	Inside BACK cover (7" x 9") COLOR (call to determine availability)	NA	\$500	
	BACK cover (7" x 9") COLOR (call to determine availability)	NA	\$650	

TOTAL ENCLOSED \$ _____

Please follow the advertising guidelines on the previous page.

Submit print-ready ad, payment, and this completed form by August 1, 2017.

- Email your ad to journal@nap2.org or mail it to Journal Chair Judith Reynolds PRP, PO Box 841, Homewood, IL 60430.
- Make payment by credit card, money order, certified check or unit check payable to "National Association of Parliamentarians." Mail a check with the order form to Journal Chairman Judith Reynolds PRP, PO Box 841, Homewood, IL 60430. [Make credit card payment through the NAP Online Bookstore.](#)
- Questions may be directed to Judith Reynolds, PRP, at 708-799-6851 or journal@nap2.org.

FOR INTERNAL USE ONLY:

Form of Payment	Date Received	Member, Unit or Association	Submitted by
Amount Received	Ad Size	Number of Images	B/W or Color



NAP 41st Biennial Convention Souvenir Journal Friend-of-NAP Advertising Form

DEADLINE: August 1, 2017

Name of Business _____

Contact Name _____

E-mail Address _____

Phone Number _____

✓	Type of Ad	B x W	Color	Total
	Business card (3.5" wide x 2" high)		\$25	
	Half page (7" wide x 4.5" high)	\$75	\$100	
	Full page (7" wide x 9" high)	\$100	\$125	

TOTAL ENCLOSED \$ _____

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With appreciation,



Mary L. Randolph
President

Your Signature

Your Name _____

Member of the National Association of Parliamentarians

Member of the _____ Association of Parliamentarians

Member (or current officer) of the _____ Unit