



Official Print Directory Ad Agreement **2027 NRA Great American Outdoor Show** **PA Farm Show Complex * Harrisburg, PA * February 6-14**

The Great American Outdoor Show attracts nearly 200,000 attendees to the Pennsylvania Farm Show Complex. This directory is available on-site and used by attendees to navigate the Great American Outdoor Show floor plan and attend seminars events. This directory will be retained by attendees as both a reference during the show and as a souvenir. Ensure added exposure with your ad!

Size (4-Color Only)	Price	Size (4-Color Only)	Price
☐ Front Cover Adhesive – Exclusive	\$15,000	☐ Full Page Ad	\$1,750
☐ Insert – Exclusive	\$10,000	☐ ½ Page Ad	\$1,100
☐ Back Cover – Exclusive	\$7,500	☐ 1/3 Page Ad	\$700
☐ Inside Front Cover – Exclusive	\$5,000	☐ 1/6 Page Ad	\$450
☐ Inside Back Cover – Exclusive	\$5,000	☐ Enhanced Listing (Company name in bold and logo in printed directory listing)	\$300

Exhibitor:	Contact Name
Phone:	Email:
Address:	City/State/Zip:

Please return this completed form to your account representative. Your representative will send you a link for online payment. You may also call your account representative directly to pay over the phone. **Ad space will not be reserved until payment has been made in full.**

Brandy Adam
BAadam@nrahq.org
 223-231-4112
 Hunting Outfitter Hall
 Outdoor Lifestyle Hall
 Outdoor Products Hall East & West

Scott Buck
SBuck@nrahq.org
 717-376-7622
 Archery Hall
 Boats Hall
 Fishing Hall
 Shooting Sports Hall

**Order
 Deadline:**
 January 4, 2027

Material Deadline:
 January 6, 2027

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. Payment is due in full with Directory Ad Agreement. Rates are net and non-commissionable. All reservations with signed agreement are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

Signature: _____ Date: _____