



Catalog Registration Sheets and Agreement

The purpose of the IIAAC is to operate as a non-profit consortium specializing in assisting independent individuals and businesses in order to establish a visual foothold in the marketplace. It is also the purpose of the IIAAC to recognize those who support independent individuals and businesses. By signing up with the IIAAC you verify that your business or products do not actively encourage hate speech or actions as outlined by the IIAAC bylaws (which are available through the official facebook website): www.facebook.com/iiaac or www.facebook.com/ninjanezumi
If you have any further questions or need for clarification, do not hesitate to contact us via the official facebook site or email: iiaac@ninjanezumi.com

- **Catalog Registration lasts for 6 months.** Inserts for late signers are produced during mid cycle at either x ½ cost or x 1.5 cost in order to fit the advertisements within the normal catalog schedule.
- **You recognize that IIAAC makes no promises for sales,** we can only promise that the catalog will make an appearance at a minimum of 3 large, 3 small or 2 large, 6 small events per year.
- **The IIAAC will utilize all funds gained by this catalog to help pay for event attendance, overhead and marketing.** It is not yet decided whether the IIAAC finances will be open book, but we are leaning towards that direction.
- **Participation is key.** Besides monetary participation and support, other participation is encouraged and rewarded. Those who place a catalog at one of their events in good faith WILL receive credits they may put towards their own promotion, just as those who offer their artistic or other professional services. Information on this credit system is available upon request and based on event type.
- **A current version of this catalog will be available for download online.** Only the current catalog will be available. Catalogs must be kept up to date to retain the advertising and participation model which will keep us operational.
- **The IIAAC will promote this catalog, and each page on its own schedule, throughout the year on the official website(s).** This will be done in addition to the other events.
- **The IIAAC catalog is broken into three major FORMAT/STYLE divisions:**
 - Linear Slotted advertisements 4 per (such as in the Literary Catalog or Games Catalog)
 - Quartered advertisements (such as the Art Catalog or Crafts Catalog)
 - Full and ½ Page advertisements (Full and ½ Page advertisements are only available in the Sponsors Catalog). Full page advertisements may only display up to 2 QR codes per page, ½ page may only display 1 QR code.

Event Description, Fees Schedule and Catalog Descriptions

Event Description

Events are in two categories: Small and Large. Standard signings, art showings, etc..., regardless of attendance or number of authors, are considered small. All conventions, regardless of attendance, are considered large.

The premise is conventions typically require quite a bit more in fees and advanced planning than standard signings. This effort should be rewarded.

Catalog Descriptions

The Literary Catalog – this is mostly intended for those in the literary side of production and distribution. Authors, publishers, distributors, businesses, will all find this catalog is fit for their endeavors. The Literary Catalog operates on a list based format, please see the mock up for sizes and layout.

The Games Catalog – this is mostly intended for gaming and related products. The Games Catalog will follow the Literary Catalog's format (list) for the front half of the book. Some companies may require the Quartered Format, and when such a need arises, that format will be at the back of the book. This is a secondary catalog, and may find itself attached to the back of the Literary Catalog if too few advertisers are present (this is due to the relationship of roleplaying games and books).

The Art Catalog – this is mostly intended for 2 dimensional forms of artwork from artists and businesses – Music, Video, Paint/Drawing/Photography, Games, T-Shirts (and mugs) which sport 2 dimensional artwork are accepted, etc... The Art Catalog format relies on quartered pages, portrait style, 4" x 4 3/4", with an area reserved for either a 1 3/4" square or 2 1/4" square QR code. See the mock up page for a visual example.

The Art and Crafting Catalog – this is mostly intended for 3 dimensional artwork and crafts (such as jewelery or sculpting). It will follow the Art Catalog format. This is a secondary catalog, and may find itself attached to the back of the Art Catalog if too few advertisers are present (this is due to the relationship of artforms).

The Sponsor Catalog – this catalog is intended for those who wish to pay for full or half page spreads, and is mostly beneficial for businesses who are not independent and wish to show their support, or who are independent and are willing to pay for higher advertising fees in exchange for brighter, larger advertising. 2 QR codes per full page, 1 QR code per half page.

Individuals and businesses in the catalogs must not in any way disparage IIAAC or its members/content with the intent to cause harm to finances or reputation.

While the IIAAC will gladly produce the QR codes if the business/individual in question cannot generate their own, all text and all artwork MUST be provided by the business or individual in question. The artwork must be a minimum of 300 dpi in a ratio that can easily be adjusted to the artwork area. The IIAAC will do its best not to distort the images, but cropping and snipping may take effect. It is advised that individuals/businesses prepare their ad in full if they have a specific concept in mind. It is suggested that QR codes be between 1 3/4" square to 2 1/4" square to reduce the chances of QR code failure.

Fees Schedule
(and credit system)

Entity	Catalog Type	Fee per listing	Catalog Type	Fee per half page
Individual Independent	*Standard	\$5 or 2 Credits	Sponsor	\$15.00
Independent Business	*Standard	\$10 or 4 Credits	Sponsor	\$25.00
Non-Indie Business	*Standard	\$100 or 40 Credits	Sponsor	\$250.00

* Get 1 free slot if you purchasing 1 more in a **STANDARD CATALOG** (limit 1 freebie per catalog)

In some ways, the Credit System is loosely defined, due to the fact that support can come from multiple sources, such as volunteering professional services, time, making contacts, etc... The IIAAC will do its best to make sure that the rewards are equitable to the effort and other donations made.

Having said that there are some solid credit guidelines:

- 1 credit is worth \$2.50 in advertising purchases.
- The Get 1 free listing if you buy 1 or more slots can only apply if you use actual money to pay in full for at least 1 full slot, although you can still use money + credits to purchase additional slots.
- Those who bring an IIAAC Catalog to a small event receive 1 credit per event, those who bring the IIAAC catalog to a large event will receive 2 credits per event.
- Those who wish to display a physical catalog must pay for shipping or printing of their copy. Electronic Displays of the catalog if you have a tablet are also acceptable (and slightly cheaper).
- Credits remain until used, and can be saved up.
- You may at any time request a full report of your credits earned.
- Verification may be required, so taking a picture of your display for records purposes would go a long way. The IIAAC catalog should be clearly marked on the table where it is displayed.
- Those who wish to trade advertising will receive amicable exchange for website links and promotion – BUT only IF the IIAAC is promoted on the central navigation page for a minimum of 6 months (which is typically, but not always, the front page). The IIAAC promotion must be a minimum of 2 square inches. The IIAAC will, in turn, recognize the exchange with a 50% off credit for a full page entry in the Sponsor Catalog for 6 months, 1 free half page spread in the Sponsor Catalog, or 2 free QR codes in one of the appropriate catalogs.
- Those who donate their time and effort to help make critical contacts with the IIAAC, perform duties, provide help obtaining goods or services for the IIAAC, or anything else of value will receive amicable exchange depending on the action performed. It may be as little as a free slot listing, or as great as credit for one or more full page spreads.

For more information, questions or comments, please contact the IIAAC at:

www.facebook.com/iaac

iaac@ninjanezumi.com

or www.facebook.com/NinjaNezumi



"We accept all who wish to help us and each other!"

Catalog Registration/Advertising Purchase Form

Please fill this registration out in full, scan and send the image to the iiaac@ninjanezumi.com You may also register by email or facebook. If you wish to call us on the phone please send an email or contact via facebook first. If the IIAAC is formatting the content of your advertisement, you will be asked to proof it. Deadlines may require immediate response. If a deadline passes and a response had not been given, the IIAAC will use the best proof possible. Due to the risk of young audiences accessing this catalog, advertisements must not contain vulgarity or nudity although we still encourage artists who may produce such artwork. Because of this, censor bars may be necessary and proper age disclaimers for artwork should be used (please contact the IIAAC if you have any questions). All advertisers must also acknowledge they are solely responsible for any legal claims regarding their product or advertisement.

You understand and agree to the guidelines, terms and conditions presented in this form.

Name: _____

Individual Independent Business/Organization Major Business

Contact Name: _____ (if different from above)

Means of Contact
(please provide at least one with best turn around)

Email: _____ Phone: (____) _____ - _____

Other (specify): _____

Payment Type: Cash Check Money Order Pay Pal Invoicing

Credit Cards may be charged IN PERSON if a meeting is scheduled. Contact for further details.

Advertisements paid for by Cash, Checks and Money Orders will only be processed once the payments have been received and deposited. Make all checks out to Ninja Nezumi or Ninja Nezumi Productions, L.L.C. as that is the business protection under which the IIAAC is currently operating.

Catalog	Advertising Slots Purchased
Literary	
Game	
Art	
Art and Crafts	
Sponsor (1 slot = 1 half page)	

Total Catalogs: _____ Total Slots Purchased: _____ Total Free Slots: _____

Page Submitted ____ **of** ____



"We accept all who wish to help us and each other!"

The costs/total costs will be calculated when the invoice is issued. Individuals and Businesses may format their own slots to fit the templates available through www.facebook.com/iiaac. Thin borders grouping multiple slots together for the purpose of unifying multiple slots are permitted, providing they do not interfere with the format of the rest of the page. Feel free to attach additional sheets/notes if space is too short. **All submissions are subject to review and edit.**

Slot # _____ Graphic Description/Comments: _____

_____ Graphic File Name: _____

Text: _____

QR Link/Text: _____

Catalog: Literary Game Art Art and Crafts Sponsor: 1/2 Page Full Page

Slot # _____ Graphic Description/Comments: _____

_____ Graphic File Name: _____

Text: _____

QR Link/Text: _____

Catalog: Literary Game Art Art and Crafts Sponsor: 1/2 Page Full Page

Slot # _____ Graphic Description/Comments: _____

_____ Graphic File Name: _____

Text: _____

QR Link/Text: _____

Catalog: Literary Game Art Art and Crafts Sponsor: 1/2 Page Full Page

Slot # _____ Graphic Description/Comments: _____

_____ Graphic File Name: _____

Text: _____

QR Link/Text: _____

Catalog: Literary Game Art Art and Crafts Sponsor: 1/2 Page Full Page