

Advertising Insertion Order National Clients



office use/client code

Please check off appropriate box (boxes) to complete your order.

Dimension		1 Issue	6 Issues	8 Issues	16 Issues
Full Pg	10x16 <input type="checkbox"/>	\$1,050.00 <input type="checkbox"/>	\$945.00 <input type="checkbox"/>	\$840.00 <input type="checkbox"/>	\$756.00 <input type="checkbox"/>
1/2 Pg	10x8 <input type="checkbox"/> 5x16 <input type="checkbox"/> 8x10 <input type="checkbox"/>	\$525.00 <input type="checkbox"/>	\$472.50 <input type="checkbox"/>	\$420.00 <input type="checkbox"/>	\$378.00 <input type="checkbox"/>
Sub	6x12 <input type="checkbox"/> <small>New Size</small>	\$485.00 <input type="checkbox"/>	\$460.00 <input type="checkbox"/>	\$410.00 <input type="checkbox"/>	\$370.00 <input type="checkbox"/>
1/4 Pg	4x10 <input type="checkbox"/> 8x5 <input type="checkbox"/> 6x7 <input type="checkbox"/> <small>New Size</small>	\$262.50 <input type="checkbox"/>	\$236.25 <input type="checkbox"/>	\$210.00 <input type="checkbox"/>	\$189.00 <input type="checkbox"/>
1/8 Pg	10x2 <input type="checkbox"/> 4x5 <input type="checkbox"/>	\$131.25 <input type="checkbox"/>	\$118.65 <input type="checkbox"/>	\$105.00 <input type="checkbox"/>	\$94.50 <input type="checkbox"/>
Sub	4x4 <input type="checkbox"/> 6x2.5 <input type="checkbox"/> <small>New Size New Size</small>	\$120.00 <input type="checkbox"/>	\$108.00 <input type="checkbox"/>	\$95.00 <input type="checkbox"/>	\$85.00 <input type="checkbox"/>

Advertiser: _____

Client Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Total Insertions: _____ Issue Rate: \$ _____ Additional: \$ _____

Publication Dates

FALL 2011 SPRING 2012

- | | |
|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Sept 1* | <input type="checkbox"/> Jan 26* |
| <input type="checkbox"/> Sept 15 | <input type="checkbox"/> Feb 9 |
| <input type="checkbox"/> Sept 29 | <input type="checkbox"/> Feb 23 |
| <input type="checkbox"/> Oct 13 | <input type="checkbox"/> Mar 8 |
| <input type="checkbox"/> Oct 27 | <input type="checkbox"/> Mar 22 |
| <input type="checkbox"/> Nov 10 | <input type="checkbox"/> April 5 |
| <input type="checkbox"/> Nov 23 | <input type="checkbox"/> April 19 |
| <input type="checkbox"/> Dec 8 | <input type="checkbox"/> May 3 |

Space Guarantee 20%

Full Run Insert \$525

Spot Color ~~\$85~~ per ad

Four Color ~~\$375~~ per ad

Ad Design \$100 per ad

Terms & Conditions

Advertisers assumes all liability for all copy printed in their ad. If ad space has been reserved and the ad copy does not arrive for publication, the advertiser may be subject to be charged for their ad space. All advertising (each individual ad) is subject to the publisher's approval. The publisher reserves the right to reject advertising. Production fees may be charged to cover ad modification (you will be notified if production is needed). There is no production charge for "camera-ready" ads. Cancellations must be submitted via form faxed or emailed (PDF) one week prior to copy due date. Discounted rates are based on specific number of issues. If discounted insertions are cancelled, the rate will revert to the non-discounted price and the advertiser will be billed the full rate price. Payments are due upon receipt of the invoice and tear sheet. In the event the advertiser becomes delinquent, the account is subject to collections with an agency fee not to exceed 33%.



Client Signature: _____ Date: _____

Client Print Name: _____

Insertion Order

TOTAL \$ _____