



## 2011/2012 Advertising Rates and Insertion Guidelines

### Deadlines:

All ad materials and copy must be received by the deadlines noted. Submission after the deadline will be considered for the placement in the following issue.

### Payment:

All submissions must be accompanied by pre-payment. Submissions without pre-payment will not be processed.

### Agency Discounts:

IKECA does not allow Agency discounts.

### Cancellations/Refunds:

No cancellations are accepted. All advertisements must be pre-paid and are non-refundable.

### Artwork/Preferred Material:

Advertisements must be provided in a compatible format specified by IKECA. Ads should be submitted via email as a high-resolution PDF or TIF file to *information@ikeca.org*. All PMS colors must be noted, or a reasonable substitution will be made. Resolution must be 300dpi. All ads submitted on disc must be accompanied by a proof copy. Disc must arrive at IKECA office by published deadline.

### Color:

All ads will be reproduced in color, unless submitted as black and white artwork.

### Copy Regulations:

All advertisements and copy are subject to approval. IKECA reserves the right to deny advertisements determined to be questionable or offensive.

### All Contracts:

Contracts for two-time placement will have ad position priority over those for one-time placement. Special requests for advertising placement will be considered on a first-come, first-served basis and cannot be guaranteed. IKECA reserves the right to run existing ads and ad copy unless new ad copy is provided by the specified deadlines.

## 2011/2012 EDITORIAL CALENDAR

ISSUE	MATERIALS DEADLINE	DISTRIBUTION DATE
SPRING 2011	April 29, 2011	May 30, 2011
FALL 2011	September 29, 2011	October 28, 2011
SPRING 2012	April 20, 2012	May 25, 2012
FALL 2012	September 21, 2012	October 26, 2012

All insertions received after the deadline will be processed and begin in the next available issue.

## 2011 AD RATES (USE 2011 AD RATES IF YOU ARE COMBINING A 2011 AD WITH A 2012 AD)

Ad Size	Rate per Issue	2 Issues (10% Discount)
Full Page Ad (7.5"w x 10.5" h) run of book	\$600	\$1080
Full Page Ad (7.5"w x 10.5" h) Inside Back Cover	\$700	\$1260
1/2 Page Ad horizontal (7.5"w x 4.5" h)	\$375	\$675

## 2012 AD RATES

Ad Size	Rate per Issue	2 Issues (10% Discount)
Full Page Ad (7.5"w x 10.5" h) run of book	\$630	\$1134
Full Page Ad (7.5"w x 10.5" h) Inside Back Cover	\$735	\$1323
1/2 Page Ad horizontal (7.5"w x 4.5" h)	\$395	\$711

Two-issue discount price is available on when both issues are purchased with pre-payment on one advertising contract. A second ad in a subsequent issue of the Journal will be charged the per issue price.



## 2011/12 Advertising Contract

<b>Contact Name</b>			
<b>Company Name</b>			
<b>Street Address</b>			
<b>City</b>		<b>State/Province</b>	
<b>Postal Code</b>		<b>Country</b>	
<b>Telephone</b>		<b>Fax</b>	
<b>Email</b>			

**Check box for size and frequency of ad purchased and fill in totals:**

Size	1x	2x	Price
Full Page Ad (7.5"w x 10.5" h) run of book			
Full Page Ad (7.5"w x 10.5" h) Inside Back Cover			
1/2 Page Ad horizontal (7.5"w x 4.5" h)			
		<b>TOTAL:</b>	

<b>PAYMENT INFORMATION</b>															<b>All applications must be accompanied by payment in US funds.</b>														
<input type="checkbox"/> Check Enclosed <i>made payable to <b>IKECA</b> in US Dollars Only</i> - OR - <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover																													
<b>Card Number:</b>															<b>Exp. Date</b>														
Name of Card Holder																													
Signature																													
Card Billing Address																													
Card Billing Zip Code and Security/CCV Number																													

Please complete this entire contract and email to [information@ikeca.org](mailto:information@ikeca.org) or fax to 215.963.9785.