

ADVERTISING INFORMATION AND APPLICATION

Guidelines for Ad Submission

- TRIM SIZE** 8.5" x 11"
LIVE AREA 7.5" x 10"
BLEEDS .25"
INK Text ads – 1 PMS (to be determined by AACRAO, not advertiser)
Cover ads – 4cp (CMYK only)
FILE TYPE Application file with all supporting fonts and links or Hi-res PDF
SUBMISSION File(s) on CD (MAC or PC, either are acceptable) should be accompanied by hard copy proof for reference

Graphic images within the application files should meet the following guidelines:

VECTOR-BASED EPS

- this is the ideal file format
- either grayscale, CMYK or PMS specified
- minimum resolution is 266 dpi with 300 dpi or above being optimal

TIFF

- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

JPEG

- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

PDF

- the quality of reproduction will depend on how they were generated
- minimum resolution is 266 dpi with 300 dpi or above being optimal
- always best to receive the original source files rather than a PDF

NOTE ON RGB COLOR DESIGNATION

- RGB images would be converted to CMYK and may not match the RGB colors represented.

NOTE ON SCREEN CAPTURES

- save as TIFF or JPG files, **not** as GIF files. Colors within screen images may shift when RGB colors are converted to CMYK (4c process) for printing.

Please keep a copy of this contract and mail or fax the completed form to Natalia Jimenez:

AACRAO

Attn: Natalia Jimenez
One Dupont Circle, NW, Suite 520
Washington, DC 20036

EMAIL jimenezn@aacrao.org

PHONE (202) 263-0287 ■ FAX (202) 822-8850

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

Advertising Application (Ad/File Submission Deadline: October 2)

AACRAO reserves the right to review and reject any advertising. This includes ads unsuitable in content: ads that discriminate according to race, gender, age, nationality, or religion; ads with erroneous information; ads that compete with AACRAO's meetings or programs; or ads that conflict with AACRAO's Professional Practices and Ethical Standards. Inappropriate ads will be returned whether or not a contract is in effect. The advertiser assumes responsibility and liability for the content of any advertising and agrees to indemnify and hold harmless AACRAO from any claims against it arising from the advertisement. AACRAO reserves the right to insert the word "Advertisement" below all ads, and in the case of ads on the back cover, AACRAO may use the bottom portion for address labels. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative. In signing, the advertiser or authorized agency agrees to abide by the terms and conditions of the general advertising policies as stated.

Advertiser (or Advertising Agency) _____
Contact Person _____ Title _____
Address _____
City _____ State _____ Zip _____ Country _____
Phone _____ Fax _____ E-mail _____

RATES (FOR BLACK & WHITE ADVERTISEMENTS)

Full page \$1,500

COVER PRICES

Four-color inside front cover \$2,400

Four-color inside back cover \$2,200

Four-color outside back cover \$2,600

Amount Due \$ _____

☐ Send Invoice

☐ Check ☐ Enclosed or ☐ Forthcoming (**Please make check payable to AACRAO**)

☐ Credit Card (please check) ☐ Visa ☐ MasterCard ☐ AMEX

Name on Card _____ Card Number _____ Exp. Date _____

Signature _____ Date _____

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

The person signing this document understands that it is a binding agreement and represents and warrants to AACRAO that he/she is authorized to bind the above.