



Insertion Order 2011-2012 *The Director*

Please provide complete billing information (Fill out separate insertion orders for each ad placement)

Advertiser

Company:

Address:

City:

State: ZIP:

Contact:

Telephone:

Fax

Email

Advertising Agency

Company:

Address:

City:

State: ZIP:

Contact:

Telephone:

Fax

Email

Frequency Rate, Insertion Issue and Ad Type — Please select frequency and size (Journal trim size 8.375" x 10.875")

- 2 pg spread (16" x 10") 1x (\$5,426)** 2x (\$5,157) 3x (\$5,065) 4x (\$4,973) 3 ads for price of 2 (\$10,314)* 4 ads for price of 3 (\$15,195)*
- Cover (7" x 10") (Bleed 8.625" x 11.125")
 - Inside Front Cover 1x (\$3,437)** 2x (\$3,348) 3x (\$3,254) 4x (\$3,165) 3 ads for price of 2 (\$6,696)* 4 ads for price of 3 (\$9,762)*
 - Inside Back Cover 1x (\$3,437)** 2x (\$3,348) 3x (\$3,254) 4x (\$3,165) 3 ads for price of 2 (\$6,696)* 4 ads for price of 3 (\$9,762)*
 - Back Cover 1x (\$3,608)** 2x (\$3,515) 3x (\$3,416) 4x (\$3,323) 3 ads for price of 2 (\$7,030)* 4 ads for price of 3 (\$10,248)*
- Full Page (7" x 10") (Bleed 8.625" x 11.125")
 - 1x (\$2,983)** 2x (\$2,780) 3x (\$2,623) 4x (\$2,532) 3 ads for price of 2 (\$5,560)* 4 ads for price of 3 (\$7,869)*
- 1/2 Page (7" x 4.9375") 1x (\$1,446)** 2x (\$1,354) 3x (\$1,307) 4x (\$1,265)
- 1/4 Page (4.625" x 3.6875") 1x (\$905)** 2x (\$854) 3x (\$815) 4x (\$755)

*3 ads for the price of 2 (6 months complimentary web advertisement on full page ads only).

4 ads for the price of 3 (12 months complimentary web advertisement on full page ads only).

**10% discount with a NADONA/LTC Corporate Patron Sponsorship (for single ad insertions only).

Ad space for package insert or fair balance statements is not included, but is available for an additional charge.

• Ad agencies add 15% to above rates.

Please select issue for insertion

- Autumn '11 (Vol 19, #4) Insertion Orders / Articles / Artwork due: October 3, 2011 Journal Distribution: November 15, 2011
- Winter '12 (Vol 20, #1) Insertion Orders / Articles / Artwork due: January 3, 2012 Journal Distribution: February 17, 2012
- Spring '12 (Vol 20, #2) Insertion Orders / Articles / Artwork due: April 4, 2012 Journal Distribution: May 13, 2012
- Summer '12 (Vol 20, #3) Insertion Orders / Articles / Artwork due: May 10, 2012 Journal Distribution: June 14, 2012
- Autumn '12 (Vol 20, #4) Insertion Orders / Articles / Artwork due: January 7, 2012 Journal Distribution: February 8, 2013

Ad agency: _____ Color: _____ Ad rate: _____ TOTAL: _____

Payment Method (I agree with this contract including the terms and conditions)

- Submit invoice to Advertiser Advertising Agency
- Check Enclosed Visa MasterCard American Express
- Ad is included in NADONA Special offer at no additional charge* (Description) _____
- Card# _____ Expiration _____
- Signature _____ Card ID _____ (3 digit code on back)

*Special offers may include convention package inclusion, inclusion with corporate membership, etc.

NADONA/LTC ♦ Reed Hartman Tower ♦ 11353 Reed Hartman Highway, Suite 210
 Cincinnati OH 45241 ♦ Phone: 1-800-222-0539 ♦ Fax: 513-791-3699

The Director, The official journal for the National Association Directors of Nursing Administration/Long Term Care (NADONA/LTC) Tax ID# 35- 1698902

Terms and Conditions

- A copy of the written confirmation stating size, name of the advertiser, date of publication and position must be included with artwork.
- Fifty percent of payment for advertising space must accompany artwork. The remaining 50% must be received within 45 days of ad publication.
- All artwork and payments must be received within 15 days after written confirmation has been received at the NADONA/LTC office. Delinquency will result in space in question to once again become available.
- The publisher reserves the right to reposition ad space whenever necessary with no additional cost to the advertiser.
- Receipt of an order is assumed acceptance of all rates and terms under which the advertising is sold.
- The publisher reserves the right to print the word "Advertisement" under such material that, in the opinion of the publisher, appears to be editorial.
- Any changes deemed necessary by the publisher for reasons involving print quality or process will be charged to the advertiser.
- All advertising must be within the publication's standards. The publisher reserves the right to omit any material that, in their opinion, does not coincide with these standards.
- Advertisers and their agencies agree to provide any and all permission for use of text, illustrations, sketches, trademarks or labels that is copyrighted material.
- Reproduction of photographs must be accompanied by permission to reprint. The publisher reserves the right to reject or omit any advertisement that fails to comply with these standards.
- It is understood that NADONA/LTC does not necessarily endorse or support advertisements that appear in *The Director*.
- Advertiser agrees to indemnify and to hold publisher harmless from any and all liability, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred, arising out of or related to Advertiser's breach of any foregoing representations and warranties.

Closing Dates

- Fifty percent of all payments for advertisements are to be made in full within 30 days after invoiced date. The remaining 50% is due within 45 days of publication.
- Verbal reservations will be accepted through the NADONA/LTC national office only. The verbal request must be immediately followed by written confirmation (Insertion Order) within 48 hours via e-mail or fax.
- All cancellations in ad space must be received in writing 30 days prior to print date. Cancellations received after closing date are subject to a \$1,000 service charge.

Mechanical Requirements

Electronic Digital File-

- Size: Trim size: 8.375 W x 10.875 H, Bleed: 8.625 W x 11.125 H, Live Area: 8.125 W x 10.375 H (maximum).
Adobe Acrobat PDF file: Save as composite CMYK for Press High quality /High Resolution. When creating your PDF file, please make sure you are embedding all fonts being used with the ad. Bleed ads must include .125 bleed on all sides. Crop marks must be included for all ads, including those that bleed.
- A color proof is required for color ads not saved as PDF. Standard Web Offset Printing (SWOP) specifications preferred. The Director cannot accept responsibility for final printed color and content. If you don't have art saved electronically, send good quality artwork (300 dpi) or proof to be scanned (please send layout and indicate size & position). Please note that ads containing halftone images will not reproduce like supplied art.

Web Ad Requirements

- All creatives sent via tags have no file size limit.
- Prior to submission, creatives should be tested for stability across all browser platforms.
- 30-second maximum for any animation.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.
- Up to 2 additional loads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- All creative is subject to approval by both the website and the ad production group.