

Insertion Order 2018-19 *The Director and Website Banner Ads*



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")

- | | | |
|---|--|---|
| <input type="checkbox"/> 2pg. spread(16" x 10") | <input type="checkbox"/> 1x (\$5,426) ** | <input type="checkbox"/> 2x or more (\$5,157) |
| <input type="checkbox"/> Cover (7" x 10") (Bleed 8.625" x 11.125") | | |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> 1x (\$3,437) ** | <input type="checkbox"/> 2x or more (\$3,348) |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> 1x (\$3,437) ** | <input type="checkbox"/> 2x or more (\$3,348) |
| <input type="checkbox"/> Back Cover | <input type="checkbox"/> 1x (\$3,608) ** | <input type="checkbox"/> 2x or more (\$3,515) |
| <input type="checkbox"/> Full Page (7" x 10")
(Bleed 8.625" x 11.125") | <input type="checkbox"/> 1x (\$2,983) ** | <input type="checkbox"/> 2x or more (\$2,780) |
| <input type="checkbox"/> 1/2 Page (7" x 4.9375") | <input type="checkbox"/> 1x (\$1,446) ** | <input type="checkbox"/> 2x or more (\$1,354) |
| <input type="checkbox"/> 1/4 Page (4.625" x 3.6875") | <input type="checkbox"/> 1x (\$905) ** | <input type="checkbox"/> 2x or more (\$854) |

Please select Issue for insertion

- | | | | |
|---|---|--------------------|---|
| <input type="checkbox"/> Fall '18 (Vol. 26 No. 4) | Insertion Orders/ Articles/Artwork due: | September 23, 2018 | Journal Distribution: November 18, 2018 |
| <input type="checkbox"/> Winter '19 (Vol. 27 No.1) | Insertion Orders/Articles/Artwork due: | January 6, 2019 | Journal Distribution: March 10, 2019 |
| <input type="checkbox"/> Spring '19 (Vol. 27 No. 2) | Insertion Orders/Articles/Artwork due: | April 12, 2019 | Journal Distribution: May 13, 2019 |
| <input type="checkbox"/> Summer '19 (Vol. 27 No. 3) | Insertion Orders/Articles/Artwork due: | July 15, 2019 | Journal Distribution: August 26, 2019 |
| <input type="checkbox"/> Fall '19 (Vol. 27 No. 4) | Insertion Orders/Articles/Artwork due: | September 23, 2019 | Journal Distribution: November 18, 2019 |
| <input type="checkbox"/> Winter '20 (Vol. 28 No. 1) | Insertion Orders/Articles/Artwork due: | January 6, 2020 | Journal Distribution: March 10, 2020 |

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

WEBSITE BANNER ADS

- 1 Month \$1,000 3 Months \$2,900 6 Months \$5,600 12 Months \$11,000

Beginning Date ____/____/____ Ending Date ____/____/____

*Special rates apply for Strategic Partners and Corporate Members – Call NADONA direct to discuss

SUBMIT INSERTION ORDER TO NADONA ♦ 1329 East Kemper Road ♦ Suite 4100A ♦ Springdale, OH 45246
Phone: 513-791-3679 ♦ Fax: 513-791-3699
 or email to thedirector@nadona.org

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

Submit invoice to ___Advertiser ___Advertising Agency

Check Enclosed Visa MasterCard Discover *Add 2% when paying by credit card*

Ad is included in NADONA Special offer at no additional charge* (Description) _____

Card# _____ Expiration _____

Signature _____ SIC _____ (3-digit code on back)

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

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 all payments for advertisements are to be made in full within 15 days after invoiced date. The remaining 50% is due within 30 days of 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 15 days after invoiced date. The remaining 50% is due within 30 days of publication.
- Verbal reservations will be accepted through the NADONA 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

- Single Page 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. Do not clip at trim. 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.

Rich Media Guidelines

- Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, defined as click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls, unless otherwise approved by the website. Embedded video must be hosted and served by the advertiser.
- The Flash frame rate must be less than 18 frames per second; twelve frames per second is preferred.
- There is a three-loop maximum for Flash ads.