

## Ad Specifications and Production Requirements

Ad Type	Size (in pixels)	Member Rate	Member Exhibitor	Member Exhibitor (4 ads)	Non-Member	Non-Member Exhibitor	Non-Member (4 ads)
1/4 page vertical (V)	370 x 400	\$810	\$720	\$675	\$900	\$810	\$855
1/4 page horizontal (H)	317 x 446	\$810	\$720	\$675	\$900	\$810	\$855
1/2 page vertical (V)	685 x 476	\$1,098	\$976	\$915	\$1,220	\$1,098	\$1,159
1/2 page horizontal (H)	952 x 348	\$1,098	\$976	\$915	\$1,220	\$1,098	\$1,159
Full page	1024 x 768	\$1,440	\$1,280	\$1,200	\$1,600	\$1,520	\$1,440
Cover ad*	1024 x 768	N/A	N/A	\$1,350	N/A	N/A	N/A

\* Cover placement is available only to PRISM International members who have committed to placing ads in each of the year's four issues.

Ad Type	Size (in pixels)	Rate (all advertisers)
Video	1024 x 768	\$1,800
Animated	Select size above	\$2,000
Featured Advertiser Upgrade*	N/A	\$150 per insertion

\* Featured placement is included in the price for all front and back cover advertisers (see "Cover Ad" above). There are three (3) additional featured ad placements available for all other advertisers. All Featured Advertiser placements are sold on a first come, first served basis. Other than back cover advertisers, advertisers cannot reserve featured advertiser space for more than two (2) issues.

### Ad Requirements

1. For publication, ads *must* be received by the published deadline and be accompanied by a completed PRISM Advertising Contract and payment in full.
2. Payments must be made by check, credit card, money order, or wire transfer. Checks should be made payable to PRISM International.
3. Four-color and black-and-white ads are accepted in all editions of *inFocus*.

### Materials Deadlines

First Quarter: February 11, 2016

Second Quarter: April 29, 2016

Third Quarter: July 29, 2016

Fourth Quarter: October 26, 2016

### Digital File Submission Required

1. Send master files with all placed graphic files and fonts supplied, including fonts within graphics; all scans and colors CMYK.
2. Supply a proof generated from the digital file or a laser copy marked up with all colors and specs indicated.

### Submission Methods

#### E-mail

File compression required through WinZip or Stuffit (.sea) archive. Send compressed archive by e-mail to [cschroll@prismintl.org](mailto:cschroll@prismintl.org).

### File Requirements

Please submit only the following types of files:

#### Static Ads

- PDF or EPS files, prepared for press with all images and fonts embedded
- TIF or JPG formats at 1,200 ppi with no compression applied

#### Native Files

- InDesign and Illustrator, with all placed graphics and fonts used
- Supply all fonts used.

#### Placed Graphic Files

- TIF (e.g., Photoshop) pixel-based images (photos and halftones) at 300 dpi.
- EPS (e.g., Illustrator, Freehand) vector-based images with all scans and colors CMYK. Supply fonts used (or convert type to outlines).

#### Animated Ads

- Photoshop (PSD) files with layers

#### Video Ads

- MP4 format; no more than 30 seconds in duration

#### Fonts

Please send only the above specified files; all must have fonts embedded or converted to outlines and all images embedded. We cannot accept CorelDRAW, Photoshop, QuarkXpress, or Microsoft Word files.

# 2017 PRISM International Advertising Contract

Return to: PRISM International | 8735 W. Higgins Road, Suite 300 | Chicago, IL 60631  
+1.847.375.3661 | +1.800.336.9793 | +1.888.374.7259

## Space reservations for *inFocus*

Please check appropriate box  Member  Nonmember

Please reserve the following: (See "Advertising Specifications" for rates.)

<input type="checkbox"/> Spring <i>inFocus</i>	<input type="checkbox"/> 1/4 V	<input type="checkbox"/> 1/4 H	<input type="checkbox"/> 1/2 H	<input type="checkbox"/> 1/2 V	<input type="checkbox"/> Full	<input type="checkbox"/> Specialized Ad	Rate: _____
<input type="checkbox"/> Summer <i>inFocus</i>	<input type="checkbox"/> 1/4 V	<input type="checkbox"/> 1/4 H	<input type="checkbox"/> 1/2 H	<input type="checkbox"/> 1/2 V	<input type="checkbox"/> Full	<input type="checkbox"/> Specialized Ad	Rate: _____
<input type="checkbox"/> Fall <i>inFocus</i>	<input type="checkbox"/> 1/4 V	<input type="checkbox"/> 1/4 H	<input type="checkbox"/> 1/2 H	<input type="checkbox"/> 1/2 V	<input type="checkbox"/> Full	<input type="checkbox"/> Specialized Ad	Rate: _____
<input type="checkbox"/> Winter <i>inFocus</i>	<input type="checkbox"/> 1/4 V	<input type="checkbox"/> 1/4 H	<input type="checkbox"/> 1/2 H	<input type="checkbox"/> 1/2 V	<input type="checkbox"/> Full	<input type="checkbox"/> Specialized Ad	Rate: _____

Demand Placement:  Premier Advertising Placement (See reverse for pricing) + Surcharge Rate: \_\_\_\_\_

Specialized Ads:  Specialized Ad Type: \_\_\_\_\_

Digital SUBTOTAL: \_\_\_\_\_

**Advertisers will be invoiced quarterly with tear sheet.**

## Online Advertising for 12 Months

Ad Rate: \_\_\_\_\_  
Less Participation Credit: \_\_\_\_\_  
Online SUBTOTAL: \_\_\_\_\_  
Contract TOTAL: \_\_\_\_\_

**All 12-month online ads must be paid in advance. Please submit payment information below.**

I have enclosed a check or money order in the amount of: \$ \_\_\_\_\_

Credit Card:  American Express  MasterCard  VISA V code (security code from card) \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

## Company Information

Company \_\_\_\_\_

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP/Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## Billing Information

Agency \_\_\_\_\_

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP/Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**I have read and understood the conditions of the contract and have the authority to execute this contract on behalf of the advertiser.**

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Please type or print name of person signing contract: \_\_\_\_\_

## 2017 ADVERTISING CONTRACT CONDITIONS

1. In accordance with all terms of the Advertising Contract and the current rate card, PRISM International agrees to publish advertising for which the advertiser agrees to pay at the published rate.
2. Advertising rates are space costs only and are based upon receipt of print-ready digital materials. Advertising copy produced for the advertiser by the publisher and any alterations or additional preparation of artwork will be charged at \$75 per hour, plus actual expenses, in addition to the advertising space costs. Advertising copy revisions made by the publisher at the advertiser's request on existing materials will be charged at \$75 per hour, plus the expense of recompositing the entire ad. Recomposition of such an ad is necessary, otherwise neither the publisher nor any supplier to the publisher, having a part in producing and printing the publication(s), will be responsible for the advertising copy being printed correctly. The advertiser accepts total responsibility for any printing error that might result from a revised ad that has not been recomposited. Any changes by the advertiser must be communicated in writing to the publisher; otherwise publisher accepts no responsibility that the ad will be changed correctly.
3. All insertion orders are accepted subject to provisions of our current rate cards. Rates are subject to change without notice. In such events, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring shortrate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year. The adjusted rate will be due and payable upon publication of the final issue of the shorter schedule.
4. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
5. All contents of advertisement are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
6. Cancellations or changes in orders may not be made by the advertiser or its agency after the space reservation closing date.
7. Positioning of advertisements is at the discretion of the publisher except where approval for a specific preferred position is acknowledged, in writing, by publisher.
8. Frequency rates are based on the number of issues in which an advertiser appears during a 12-month period and each ad will be charged at the frequency rate for each ad's size. Advertiser's space and copy will be repeated as previously run if new space is not reserved and new copy is not supplied by the following issue's deadlines.
9. Publisher is not liable for delays in delivery or nondelivery in the event of Acts of God, action by any government or quasigovernment entity, fire, flood, insurrection, riot, explosion, embargo, strikes (legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
10. Publisher shall have the right to hold advertiser or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and while advertising was published.
11. Publisher shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement. The publisher's liability for any error will not exceed cost of the space occupied by the error.
12. Publisher shall have no liability for errors.
13. Conditions are subject to change without notice.
14. No conditions other than those set forth in this document shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions that conflict with provisions of this document.
15. This agreement shall be governed and construed in accordance with the laws of the state of Illinois. In the event that commercial collection or legal proceedings be instituted by the publisher to collect any amounts due under the agreement, advertiser agrees to pay reasonable attorney's fees of 20% of the unpaid balance, plus any other court costs and charges incurred.
16. The publisher reserves the right to discontinue all advertising for any advertiser with an unpaid balance.