

ADVERTISING Agreement

Yes! I want to take advantage of the special advertising opportunity with Ohio ACTE, including Today's *Education*, *Tomorrow's Career!* newsletter AND electronic advertising on www.OhioACTE.org.

Please complete the following information.

Date:		Date:	
Company Name:			
Address:			
City		State, Zip:	
Phone:		Fax:	
Web site:			
Company Description:			
Primary Contact Name:		Title:	
Phone:		Email:	
		TOTAL DUE:	\$

Simply...

1. Complete the information section.
2. Indicate the ad size for Newsletter or Web choice.
3. Review the enclosed Advertising Terms and Conditions form, sign and date.
4. Fax sign-up form and signed agreement to 614-890-1584.
5. Submit print ready ad by editorial calendar due date to

membership
@ohioacte.org.

Newsletter Circulation 10,000—Spring Issue 5,000 –Fall Issue

Ad Size	Black/White	Four Color	Spring Issue	Fall Issue
Full Page (per ad)	\$500 /\$400*	\$900 /\$720*		
1/2 Page (per ad)	\$300 /\$240*	\$700 /\$560*		
1/4 Page (per ad)	\$200 /\$160*	\$600 /\$480*		
1/8 Page (per ad)	\$150 /\$120*	\$550 /\$440*		

Electronic Advertising on www.OhioACTE.org

Ad Size: Circle Choice	Frequency: Circle choice	Monthly	Quarterly	Annually
Website-Front Page Banner with click thru	468 x60 pixels	\$500 /\$400*	\$1,200/\$960*	\$4,000/ \$3,600*
Website-Front Page Square with click thru	125 x 125 pixels	\$150 /\$120*	\$360 /\$288*	\$1,440/ \$1,152*
Monthly Ohio ACTE E-Blast— with click thru—circulation 3,000	125 x 125 pixels	\$200 /\$180* (per issue)	\$480 /\$384*	\$1,920/ \$1,500*

*Associate Business Member rates only

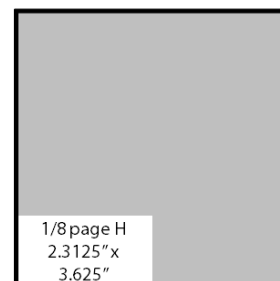
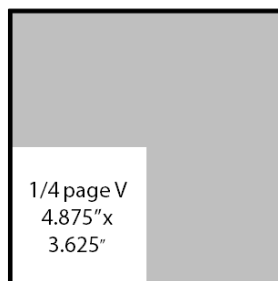
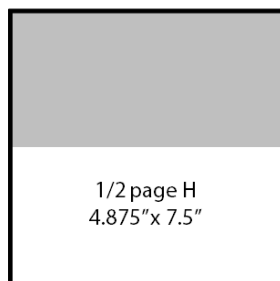
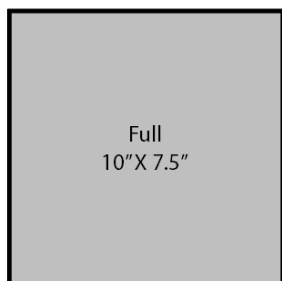
Don't miss this great opportunity. Reserve your company's ad spot

TODAY!

Questions? Contact
Stephanie Haas at
membership@ohioacte.org
or call 614-890-ACTE
(2283).

Advertising Terms and Conditions

Art Work Specifications: Print (Newsletter)



Mechanical Information

Newsletter format is 8.5" x 11" with no bleeds. Please submit your advertisement as a high resolution (Press-Optimized) PDF. Be sure that all fonts are converted to paths/outlines, or embedded in the file. Images should be at least 300 dpi (CMYK or grayscale) and embedded in the file.

Art Work Specifications: Web (www.OhioACTE.org)



Web ads should be supplied in high res JPEG and low res JPEG format.

Link should be specified for click thru.

Today's Education, Tomorrow's Career! 2011 Deadlines and Editorial Calendar

Issue	Topics	Space Deadline	Artwork Deadline
Spring 2012	The Conference Issue — Special Circulation 10,000	February 10, 2012	February 20, 2012
Fall 2012	Back to School	August 17, 2012	August 24, 2012

This insertion order constitutes an agreement between Ohio Association for Career and Technical Education (the publisher) and _____ (the advertiser). Advertisers agree to be bound by the publisher's rate card in effect at the time this insertion order is signed.

The publisher reserves the right to refuse advertising for any reason. Rates and conditions are subject to change without notice, although contracted prices will be honored.

It is the advertiser's responsibility to provide artwork according to the publisher's production deadline. No refunds will be issued for ads that did not run because artwork was submitted after the deadline, or a cancellation was made after the closing date.

When new advertising materials have not been received by the closing date, copy from previous issues will be inserted.

No agency discount is offered. The publisher is not liable for any error caused by the advertiser's artwork, format or other submitted material.

The advertiser warrants that the advertiser is authorized to publish the entire contents of all ads, that they have obtained written consent of the use in the advertisement of any name, picture, testimonial, or quoted speech of any person or entity contained in the ad. It is understood that the advertisers and/or its agency will indemnify and hold the publisher harmless for any loss, expense or other liability resulting from claims or suits for libel, violation of privacy rights, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of the ad.

Signature: _____ Date: _____ Title: _____