

ADVERTISING CONTRACT

Yes! I want to take advantage of the special advertising opportunity with Ohio ACTE in Today's Education, Tomorrow's Career! newsletter. Reach your target audience—our decision maker members!

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:	
Method of Payment:	Invoice to follow	TOTAL DUE:	\$

Option 1 - Single Ad Option Circulation 4,000

Ad Size	Black/White	Two Color	Four Color	Selection	Initials
Full Page	\$500	\$700	\$900	X	JT (example)
1/2 Page (horizontal)	\$300	\$500	\$700		
1/4 Page (vertical)	\$200	\$400	\$600		
1/8 Page (horizontal)	\$150	\$350	\$550		

Option 2 - Annual Advertising Option (per ad price—3 Issues Total)

Ad Size	Black/White	Two Color	Four Color	SAVINGS!	Selection	Initials
Three Full Page Ads*	\$400	\$560	\$720	Up to \$180		
Three 1/2 Page Ads* (horizontal)	\$240	\$400	\$560	Up to \$140		
Three 1/4 Page Ads* (vertical)	\$160	\$320	\$480	Up to \$120		
Three 1/8 Page Ads* (horizontal)	\$120	\$280	\$440	Up to \$110		

* To receive the discounted ad price you must purchase three ads. The initial ad provided will be used for each issue if a new ad is not received by the next issues editorial calendar deadline.

Simply...

1. Complete the information section.
2. Select **Option 1** or **Option 2**. Indicate the ad size and initial your selection.
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.**

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

Advertising Terms and Conditions

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.

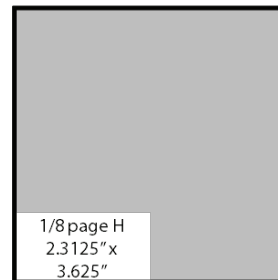
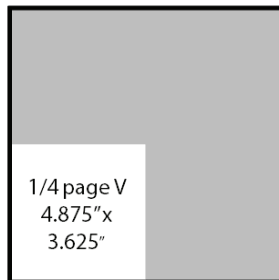
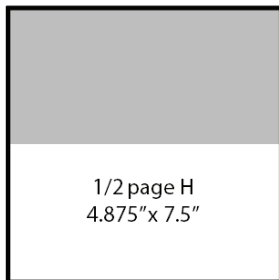
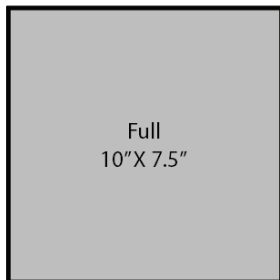
When new advertising materials have not been received by the closing date, copy from previous issues will be inserted.

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: _____

Title: _____



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. Additional acceptable formats are IFF, JPEG and EPS.

Ads should be supplied as digital files (PDF).

**Today's Education, Tomorrow's Career!
2009 Editorial Calendar**

Issue	Topics	Space Deadline	Artwork Deadline
Spring 2009	The Conference Issue — Special Circulation 10,000	February 20, 2009	February 25, 2009
Fall 2009	Back to School	July 15, 2009	August 1, 2009
Winter 2010	Ohio ACTE Advocacy	December 1, 2009	December 15, 2009