

VISION Magazine 2012/2013

Advertising Contract

Frequency: Quarterly Circulation: 3,000

COMPANY NAME (Please print clearly)

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL (required)

WEBSITE

MEMBER AD RATES

Size	Four-Color	Black and White
Full Page (7.5" x 10")	\$1,145/issue	\$750/issue
Two-Thirds Page (5" x 10")	\$995/issue	\$625/issue
Half Page (7.5" x 4.75")	\$795/issue	\$475/issue
Quarter Page (3.5" x 4.75")	\$545/issue	\$310/issue

Non-members: Add 20% to above ad rates.

AD DEADLINES

Spring 2012	1/04/12	Spring 2013	1/02/13
Summer 2012	4/04/12	Summer 2013	4/03/13
Fall 2012	6/27/12	Fall 2013	6/26/13
Winter 2012	9/26/12	Winter 2013	9/25/13

DISCOUNT*

A 5% discount is offered for **full-color ad contracts** spanning four or more consecutive issues at the time the contract is submitted.

AD SIZE

(Please check one)

- Full Page
- Two-Thirds Page
- Half Page
- Quarter Page

AD COLOR

(Please check one)

- Four-Color
- Black and White

PAYMENT

- Payment in full
- Payment for first installment.
Bill remaining three or more issues quarterly.

PAYMENT METHOD (Please check one)

- Check payable to CACM
- Visa
- Mastercard
- American Express
- Discover

CARD NO.

EXP. DATE

BILLING ZIP CODE

CARDHOLDER NAME

AUTHORIZED SIGNATURE

- Yes, please email a credit card receipt to the following email address:

Signature below constitutes advertiser agreement to terms and conditions outlined herein, including payment in full of the above referenced costs.

SIGNATURE /TITLE

No. of issues _____

Cost per ad x _____

Subtotal = _____

Minus 5%* = _____
(if applicable)

Total Due = _____

Spring 2012

Summer 2012

Fall 2012

Winter 2012

Spring 2013

Summer 2013

Fall 2013

Winter 2013

For office use only:

Net cost per ad _____

ADVERTISING SPECIFICATIONS

Submission of Materials

Please include member name in file and reference the publication for insertion identification. Label all materials with client name and phone number, along with agency name, contact and phone number, if applicable. Publisher reserves the right to reject improper or incorrectly prepared materials.

Materials may be submitted via:

- Email to bteter@cacm.org (10MB or smaller, zipped, self-extracting)
- CD

Digital Art Guidelines

ALL artwork must meet the following requirements:

- PDF (preferred) or TIFF format
 - A. PDF submissions:
 - All high resolution images and fonts MUST be embedded when PDF is saved.
 - Use Postscript fonts. No True Type fonts are allowed.
 - B. TIFF submissions:
 - All fonts must be outlined.
- Black and white ads must be grayscale. Color ads must be set to CMYK. RGB is not acceptable.
- Images must be minimum 300 dpi.
- Advertiser must provide an accurate paper ad proof with the CD or via fax (949.916.5557) with email submissions. Publisher is not responsible for errors that would have been avoided if an accurate proof had been provided.

Use of CACM Affiliate Member Logo

Affiliate advertisers may use the CACM affiliate member logo in their ads. Download

the authorized logo from the Member Logos page in the Members Only section at www.cacm.org. Member log-in is required.

TERMS AND CONDITIONS

Payment is due with the signed contract and your artwork submission. Membership must be maintained throughout the duration of the contract. There is no cancellation or refund.

Payment Policies and Terms

Payment for all advertising must be received by CACM 60 days prior to publication. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay all costs contracted on their behalf.

RESERVED RIGHTS

Acceptance and publication of an ad shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any advertising content. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the advertising space.

QUESTIONS?

Contact Brenda Teter at 949.916.2226, ext. 16, or by email at bteter@cacm.org.

Email, fax or mail your contract to:

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