

PRODUCTION CHARGES & DISCOUNTS

DISPLAY ADS

Color					
Ad Size/Term	1-2 mo.	3-5 mo.	6-8 mo.	9-11 mo.	12 mo.
Full Page	2352	2187	2105	2023	1940
Half Page	1529	1422	1368	1315	1261
Quarter Page	1147	1066	1026	986	946
Eighth Page	975	906	872	838	804

CLASSIFIED ADS

Words/Term	1-2 mo.	3-5 mo.	6-8 mo.	9-11 mo.	12 mo.
40 words	132	123	118	114	109
Words in excess of 40 will be charged \$1 per word					

MULTI MONTH DISCOUNT

Discounts are available for multi month advertisement.

BLEED

No premium for bleed advertising.

SPECIAL POSITIONS

15% charge for preferred position. Contact your sales representative for availability.

PRINT PRODUCTION CONTACT

Meri Thresher
Tel: (916) 325-5455
info@californiaacep.org

MAILING INSTRUCTIONS

Space contracts, insertion orders, correspondence, proofs and ad materials should be sent to:
info@californiaacep.org

Payments should be addressed and sent to:

California ACEP
Attn: Lifeline
1121 L Street, STE 407
Sacramento, CA 95814

SUBMISSION DATES & PRODUCTION REQUIREMENTS

SUBMISSION DATES

Production ready advertisement content is due, no later than, the first of the month preceding publication. For example, for advertisements in our December issue, ad content must be submitted no later than November 1st.

Issue	General Timeline	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Content Due	1 st	12/2*	1/3	2/1	3/1	3/31	5/1	6/1	6/30	8/1	9/2	10/2	11/1
Issue to Mail	28 th	12/22*	1/30	2/27	3/27	4/28	5/30	6/26	7/31	8/28	9/25	10/30	11/27

*Denotes 2016, all other dates are 2017

AD DIMENSIONS

Maximum dimensions:
Full Page = 8.5" w x 11" h
Half Page Horizontal = 8.5" w x 5.5" h
Half Page Vertical = 4.125" w x 11" h
Quarter Page Horizontal = 8.5" w x 2.69" h
Quarter Page Vertical = 4.125" w x 5.5" h
Eighth Page Horizontal = 4.125" w x 2.69" h

BLEED SIZE

Vital matter on bleed advertisements should be held 1/2" from the trim edge. Bleed trim is 1/4" at head, outside and at foot. All material requiring cropping should be accompanied by a proof indicating trim and positioning of advertisements. Unless otherwise specified, material will be positioned (centered) in the space ordered.

GUTTER ALLOWANCES

No allowance is necessary. Printer will line up allowing for backbone trim off. To assure proper gutter bleed allow 1/8" for grind off.

MATERIAL/FILE SPECIFICATIONS:

All RGB and spot colors should be converted to CMYK. PDF, EPS, TIF, and JPG files are all accepted. TIF and JPEG ads must be submitted at 300 dpi. Only one ad per file should be included on any of the above media.

ADVERTISER'S AGREEMENT

Advertiser: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Space Reserved	
January	_____
February	_____
March	_____
April	_____
May	_____
June	_____
July	_____
August	_____
September	_____
October	_____
November	_____
December	_____

PUBLISHER'S LIABILITY AND INDEMNITY Guaranteed position is not available except for some year-round, long-term commitments. Liability for incorrectly printed or omitted advertising extends only to the cost of the advertising space. The publisher shall not be liable for any failure to print, publish or circulate any or all portions of any issue containing an advertisement accepted by the publisher if the failure is caused by acts of God, strikes, accidents or other circumstances beyond the publisher's control

PAYMENT LIABILITY. Advertisers cancelling placement after the submission deadline are liable for payment in full for the space reserved.

RIGHT OF REFUSAL. The publisher, in its sole discretion, reserves the right to refuse any advertising that violates any current or future written or unwritten policy of acceptability.

ISSUANCE AND SUBMISSION DEADLINE. Published monthly. Production ready advertisement content is due, no later than, the first of the month proceeding publication.

PAYMENT TERMS. Accounts are billed on a net 30-day basis. Payment is due upon receipt of invoice. No cash discount is given. Payment from a non-US advertiser must be in US currency in the form of either a check drawn from a US bank in US dollars, a money order in US dollars, or a Visa or Master Card Account. Account is delinquent after 30 days. Delinquent accounts are subject to a 1.5% service charge. Minimum charge on delinquent accounts is 50 cents per month. No agency commissions are allowed.

CANCELLATIONS. All cancellations must be received in writing prior to the submission deadline. If the contract is not fulfilled, the space purchased will be re-billed to the advertiser at the dollar volume level actually incurred, according to the rate schedules in effect when the advertising was published.

Ad Type: _____

Ad Term: _____

Ad Size: _____

Ad Color: _____

Words: _____

Ad Rate: _____

Add'l Words: _____

Misc. Charges: _____

Total: _____

Special Billing Instructions:

Advertiser's signature: _____ **Date:** _____

You will be sent an invoice within 30 days of publication. Please email a signed copy back to mthresher@californiaacep.org
 Make Checks payable to California ACEP and include your invoice # and Publication month.

VISA or MC Account number: _____ **Exp. date:** _____ **CV#:** _____