

**Electronic Ad Specs**

**AD SPECIFICATIONS, RATES, MATERIAL DUE DATES**

- > Full Banner – 468 x 60 Pixels (IAB Standard)
- > Half Banner – 234 x 60 Pixels (IAB Standard)

**Materials Due: First Day of the Month of the Issue.**

**NEWSLETTER SCHEDULE**

**Electronic Distribution:**

- > October 26, 2017
- > April 26, 2018
- > October 25, 2018

**BANNER AD PRICING**

Full banner

- > Single issue - \$250
- > Two issues - \$450

Half banner

- >Single issue - \$100
- >Two issues - \$175

**AD STANDARDS**

**Banner advertisements**

- > 468 x 60 banners:
  - > Image size: 468x60 pixels
  - > File size: Up to 15k
  - > File types: .jpg, .gif
- > 234 x 60 banners:
  - > Image size: 468x60 pixels
  - > File size: Up to 10k
  - > File types: .jpg, .gif

**CONTACT INFORMATION**

Advertising opportunities in HR Cleveland and on the CSHRM Website: call Cleveland CSHRM at 440.940.6534 or by e-mail at [admin@clevelandshrm.com](mailto:admin@clevelandshrm.com)

**CONTRACT CONDITIONS**

Advertising must be inserted within one year of first insertion to earn frequency discount. Advertising ordered at a frequency discount and not earned within one year of first insertion will be billed at earned rate. Discounts are available for prepayment. Postponements are not accepted after closing date for space reservations. Advertising copy from most recent insertion will run if new copy is not received by deadline, or, if there is no previous insertion, client is liable for cost of contracted space not used, and space will be allocated at Aspect's discretion. Contract is noncancellable. Liability is limited to contract amount.

**POLICIES**

All advertising is subject to publisher's approval regarding content and appearance. The quality of reproduction is contingent upon the quality of materials furnished. Aspect is not responsible for reproduction or positioning if material is received after the closing date. In the event of any error, the publisher shall be liable for only that portion of the ad which may be in error. Written notice must be given within 10 days of electronic publication. Unless instructions are furnished with orders to return art work at advertiser's expense, the publisher assumes no responsibility for the same, and the advertiser assumes the risk of loss. Any error which does not materially affect the value of the advertisement is not subject to allowance. Publisher will make no allowance for errors not reported within 10 days of publication.