

MECHANICALS

Final: 8.5" X 11" Printing: Offset on 80# Multiart Silk Text, saddle-stitched, no bleeds.

AD SPECIFICATIONS, RATES, MATERIAL DUE DATES

- > Full page 7.25" X 9.75"
- > Half page horizontal: 7.25" X 4.875"
- > Quarter page horizontal: 4.875" X 3.325"
- > Quarter page vertical: 3.325" X 4.875"
- > Business card: 3.5" X 2"

Print Dates: January and July

AD PRICES

	per issue rate
> Half Page (back cover):	\$ 1,500.
> Full Page:	\$ 800.
> Half Page:	\$ 500.
> Quarter Page:	\$ 300.
> Business Card	\$ 100.

Due Dates for Materials: January 1 & July 1

SUPPLIED ARTWORK FOR NEWSLETTER

Scans:

- > Supply clean, quality photographs, or slides.
- > Any digital images supplied must be 300 dpi and CMYK (cyan, magenta, yellow & black)
- > Artwork taken from Web pages is not allowed.
(Prescreened artwork is submitted at advertiser's own risk.)

Transfer Disks:

- > Artwork is to be on a CD, Zip Disk or email
- > Any disk supplied must be on a IBM platform.
- > Fonts used in an EPS must be included (Screen and PostScript).

ELECTRONIC FILES

An electronic file is defined as an advertisement which is sent to Aspect on a disk as final art. All directions below must be met for Aspect to place the advertisement. Excessive changes/redesign will be subject to additional charges at \$60. per hour.

Ad changes:

- > Ads designed in-house have limited changes. (Changes/redesign will be subject to additional charges at \$60. per hour).

(Supplying Electronic Files) – Programs:

- > FreeHand; save as an EPS
- > Adobe Illustrator
- > Adobe Photoshop
- > QuarkXPress (Version 4.04).

(Supplying Electronic Files) – Contents:

- > Include all fonts in ad and EPS files (Screen and PostScript).
- > Include all images (EPS, TIFF and JPG).
- > All images should have a resolution of 300 dpi.
(A lower resolution will affect the quality.)

CAMERA-READY ART

A camera-ready advertisement is defined as a negative and/or film that is that correct size, correct line screen and no further changes are to be made. Ads submitted from an ink jet printer are not considered Camera Ready.

Negatives:

- > Supply right-reading, emulsion-down.
- > Line screen of 170 dpi.
- > Supply all color separations (CMYK), any spot (Pantone) colors must be converted to CMYK.
- > Supply a color composite image of the ad.

Halftone screens:

- > Basic screens should be no lower than 10%.

Film/Velox:

- > Supply a high quality film output from an imagesetter.
- > Line screen of 170 dpi.
- > Supply all color separations (CMYK), any spot (Pantone) colors must be converted to cmyk.
- > Supply a color composite image of the ad.

(Art from another publication for reproduction is submitted at advertiser's own risk.)

Enlargement:

- > Prescanned artwork to be reproduced or enlarged is not recommended due to the quality of the image.
(Prescreened artwork is submitted at advertiser's own risk.)

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

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. The publisher is not liable for any errors in type set by publisher following proof approval. 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 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.