



Iowa Society of Association Executives 2018-2019 Membership Directory ADVERTISING RATES & AGREEMENT

2018-2019 Ad Design Specifications

ISAE Membership Directory trim size 5 3/4" x 8 3/4"

Submitting ad materials:

1. Client-provided ads must be accompanied by a hard copy proof. Publisher is not liable for ads submitted without a hard copy proof.
2. Ad materials (CDs, discs, artwork, etc.) must be labeled with your company or attraction name, contact, and address and description of contents. Please indicate if you would like ad materials returned.
3. Ad materials (logos, artwork, photos) for building ad may be submitted electronically (**300 dpi**). (Do not send files over 5 MB). For larger files you can upload to our FTP site. (Call for instructions).

Guidelines for electronic files:

1. PRINT ADVERTISING CONSTRUCTION:

- Design all ads to sizes listed. On full page ads, the bleed color or image must extend .125" beyond each side (bleed). All important text or images must be at least .25" inside the final trim size (live area). Not applicable to fractional ads.
- All images and colors must be in CMYK mode (process separation). No spot (PMS) colors or RGB. All images should be placed at 100% of size at 300 dpi (dots per inch). Images must be EPS or JPG. Logos or bitmap line art must be CMYK, 1200 dpi at print size.
- Place crop marks outside bleed area by setting registration offset 12 points. Set bleed to .125". All required image trapping must be included in the file.
- Digital ads are ONLY accepted as PDF, JPG, or collected Adobe InDesign, Photoshop, Illustrator files. Other formats, such as Publisher and Word, cannot be accepted.
- Black and White ads should be saved to gray scale black and not contain a spot black.

2. PDF SPECIFICATIONS:

- PDF is the preferred file format for digital ad submission. Follow all instructions in the above section to ensure the document is properly constructed. All high-resolution images and fonts must be embedded in the PDF when the file is saved.
- Create high-resolution PDF through your design program. View PDF to make sure all elements are correct. Preflight software can help check your PDF for proper format. PDF may be emailed or delivered on a CD.

3. INDESIGN SPECIFICATIONS:

- Follow all instructions in the first section above to ensure the document is properly constructed. Package or collect file for output. All images and screen and printer fonts used in the ad must be included. Compress document, images, and fonts into a Stuffit or Zip file for emailing, or place all files on a CD.

Advertiser: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Please check your size and color choice

AD SIZE	FULL COLOR	B/W	DIMENSIONS (width x height)
Full page no bleed	☐ \$795	☐ \$545	5" x 8"
Full page bleed	☐ \$795	☐ \$495	6" x 9"
1/2 page horizontal	☐ \$595	☐ \$445	5" x 3 7/8"
1/4 page horizontal	N/A	☐ \$295	5" x 1 7/8"
Premier Placement (covers and other special positions/ subject to availability)			
Back Cover bleed	☐ \$1095		6 1/2" x 9"
Inside Front Cover bleed	☐ \$995		6 1/2" x 9"
Inside Back Cover no bleed	☐ \$895		5 1/2" x 8 1/4"
Inside Back Cover bleed	☐ \$895		6 1/2" x 9"
Tab Position	☐ \$845		5" x 8"

Camera-ready ad

Build ad for me

Pick-up 17-18 ad (with changes)

Pick-up 17-18 ad (no changes)

Build ad materials are due August 1, 2018. Camera ready ad materials are due by August 15, 2018. We, the undersigned, agree to purchase advertising space in The ISAE Directory as stated above.

Signature: _____ Date: _____

To reserve space please fill out this form and fax or call:

Heuss Printing

EMAIL ADDRESS: kori@heuss.com

PHONE: 515-232-6710

**AD SPACE DEADLINE
August 1, 2018**

**MATERIALS DEADLINE
August 15, 2018**

The Iowa Society of Association Executives 2018-2019 Membership Directory and "Who's Who in Iowa Association Management" is the go-to resource for members to navigate through the many programs and benefits the organization offers.

ISAE promotes the professional approach to association management by the exchange of experience, ideas and opinions. This Directory will include contact information along with display advertising to get your company and message noticed!

Don't be left out of the 2018-2019 Membership Guide!