

# Membership Directory & Buyer's Guide

The go-to resource for RCI members looking to connect. Designed to stand out, directory advertisements are printed on full-color dividers with tabs.



## 2020 Advertising Insertion Order

Company Name: \_\_\_\_\_ Agency (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

### 1 Check desired placement:

<input type="checkbox"/>	Standard Placement (full page)	\$750
<input type="checkbox"/>	Premium Placement Inside Front Cover	\$1200
<input type="checkbox"/>	Premium Placement Inside Back Cover	\$1200
<input type="checkbox"/>	Premium Placement Outside Back Cover	\$1200
<input type="checkbox"/>	Upgrade to Online Ad Ads will rotate on either the Find a Member or Buyer's Guide pages of RCI website, based on demand.	\$100

Rates are net RCI.

**Artwork and  
Payment Deadline:  
12/2/2019**

See Digital Media  
Specifications on page 2.

### 2 If standard placement is selected above, check first and second placement preference: If premium placement is checked above, your placement is already set.

		Front	Back	1st	2nd
<i>Standard placement options include the front or back of each tabbed section.</i>	Membership Info	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Buyer's Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	People to People Network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Membership Index	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Geographical Member Index	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

}

Placement available on first-come, first-served basis!

### 3 Payment:

Advertisement insertion orders are not confirmed until payment has been made. Invoice will be sent via email, unless requested otherwise. Payments and artwork are due by date shown above. **I agree to pay the amount of \$\_\_\_\_\_.**

### 4 Sign to confirm rate and details:

Authorized by: \_\_\_\_\_

For office use only:  Artwork  Payment  YM

## 2020 Digital Media Specifications

### ADVERTISING EXCLUSIVITY

Advertising in RCI's Membership Directory & Buyer's Guide is exclusive to RCI members.

### DIGITAL FILES

We prefer that all print ads be saved as press-ready, high-resolution PDF files.

*Additional graphic formats accepted:*

High-Res TIFF

EPS

High-Res JPEG (Publisher will not be held responsible for quality of JPEG reproduction)

*Web graphic formats accepted:*

GIF

JPG (40k or less)

### MEDIA TRANSMISSION

Files may be submitted via email to: [marketing@retailconfectioners.org](mailto:marketing@retailconfectioners.org)

If the file is too large to send via email, [hightail.com](http://hightail.com) or [box.com](http://box.com) are viable online file sharing options.

### ARTWORK

All print graphics files should be 300 dpi at final scale. All text should be embedded or rendered as an outline. Ads must be to correct size (see chart below).

### ABOUT COLOR

Membership Directory & Buyer's Guide ads are printed in four-color process (full color); therefore, all colors used in ad materials must be converted to CMYK before submission. Please do not supply files as RGB, including imported graphics. RCI reserves the right to convert any PMS ink to standard process conversions without permission from advertisers or agencies.

### AD MATERIALS RESPONSIBILITY

In the event the advertiser fails to supply ad materials by the deadline, RCI reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place.

**Artwork and Payment  
Deadline: 12/2/2019**

### SIZE SPECIFICATIONS:

	Width	Height
Standard Placement Bleed	7.25"	9.25"
Standard Placement Non-bleed	6.75"	8.75"
Premium Placement Bleed	7.75"	9.25"
Premium Placement Non-bleed	7"	8.75"
Online Ad Placement	220 px	120 px

*For print ads, keep all live matter at least 1/4" from top and bottom, 1/2" from sides for binding.*

