

# 2007-08 IAOM Publications Rate Card & Ad Specifications



<b>IM FOUR-COLOR RATES</b>	<b>1-2X</b>	<b>3-4X</b>
Back Cover	\$950	\$810
Inside Front Cover	\$850	\$725
Inside Back Cover	\$850	\$725
Two-page Spread	\$900	\$765
Full Page	\$600	\$510
½ Page Island	\$450	\$380
½ Page	\$400	\$340
1/3 Page	\$330	\$285

<b>IM BLACK &amp; WHITE RATES</b>	<b>1-2X</b>	<b>3-4X</b>
Two-page Spread	\$600	\$510
Full Page	\$450	\$380
½ Page Island	\$290	\$250
½ Page	\$250	\$200
1/3 Page	\$160	\$135

<b>IM CLASSIFIEDS</b>	<b>1-2X</b>	<b>3-4X</b>
Price Per Block	\$50	\$45

<b>DIRECTORY FULL COLOR RATES*</b>	<b>1X</b>
Back Cover	\$1,155
Front Inside Cover	\$1,000
Back Inside Cover	\$1,000
Two-page Spread	\$1,545
Full Page (4.5"x7.5")	\$910
½ Page (4.5"x3.75")	\$700
¼ Page (4.5"x1.75")	\$600

<b>DIRECTORY BLACK &amp; WHITE RATES*</b>	<b>1X</b>
Full Page (4.5"x7.5")	\$525
½ Page (4.5"x3.75")	\$320
¼ Page (4.5"x1.75")	\$215

**Display Classified Rates:** A display classified is measured by column inches. One inch equals one block. Display classifieds may be as many as four blocks. Two or more blocks may include a photo, logo, or illustration. One block holds an average of 20 words; two blocks hold 40 words, or 20 words plus one image, etc.

**By-the-Word Classified Rates:** \$50 minimum, \$2.75 per word; per insertion. Count each word of the address separately. Telephone numbers count as one word. E-mails count as three.

## IM AD SIZE INCHES WIDTH BY HEIGHT (PICAS)

2-PAGE SPREAD BLEED 17" x 11.375" (102p x 68p3)	live area 15.667" x 10.125" (94p x 60p9)*** [BLEEDS ALL SIDES]
FULL PAGE 8.75" x 11.375" (52p6 x 68p3)	live area 7.417" x 10.125" (44p6 x 60p9) [BLEEDS ALL SIDES*]
1/2 HORIZONTAL SPREAD BLEED 17" x 5.792" (102p x 34p9)	live area 15.667" x 5.125" (94p x 30p9)*** [BLEEDS LEFT, RIGHT, BOTTOM]
1/2 HORIZONTAL BLEED 8.75 x 5.792" (52p6 x 34p9)	live area 7.417" x 5.125" (44p6 x 30p9) [BLEEDS LEFT, RIGHT, BOTTOM**]
1/2 VERTICAL BLEED 4.875" x 11.375" (29p3 x 68p3)	live area 3.542" x 10.042" (21p3 x 60p3) [BLEEDS ALL SIDES**]
1/2 ISLAND BLEED 6" x 8.167" (36p x 49p)	live area 4.667" x 7.5" (28p x 45p) [BLEEDS LEFT, RIGHT, BOTTOM**]
1/2 horizontal	7" x 4.875" (42p x 29p3)
1/2 vertical	3.375" x 10" (20p3 x 60p)
1/2 island	4.5" x 7.25" (27p x 43p6)
1/3 vertical	2.125" x 10" (12p9 x 60p)
1/3 square	4.5" x 4.875" (27p x 29p3)

\* Since the ad could run on a left-hand or right-hand page, the total size includes a 1p6 (0.25") bleed on all four sides

\*\*Since the ad could run on a left-hand or right-hand page, the total size includes a 1p6 (0.25") bleed on the left and right sides

\*\*\*Allow for 0.833" (5p) in middle across gutter

## IM Printing and Material Specifications

**Trim size:** 8 ¼" wide x 10 7/8" deep

**Area for live matter:** 7 7/16" wide x 10 ¼" deep

**Printing:** offset, web, 4-color process, color proofs must be supplied

**Electronic:** Quark, InDesign, Illustrator, or Photoshop. Include screen and printer fonts plus all TIFF and EPS files. An iris proof, Kodak approval, or dot-generated proof must be included. Color lasers are not acceptable.

## IM and Directory Color Processing

\$50 - additional for each color per page. Specific color should be noted on insertion order and color proof provided. PMS color availability and pricing upon request. Minimum ad size for color is 1/3 square.

## IM and Directory Typesetting Charges - \$70

**Guaranteed Special Positions** - A 10% premium charge applies.

## IAOM Exhibitor Discounts

15% discount on a reservation for 4 ads

10% discount on a reservation for 3 ads

5% discount on a reservation for 2 ads

IAOM reserves the right to refuse any advertising it considers objectionable

## PLEASE SEND AD MATERIALS TO:

IAOM, 5001 College Blvd. Suite 104, Leawood, KS 66211

Fax: 913.338.3553, email: Sherri.Ford@iaom.info



# 2007-08 IAOM Publications Advertising Reservation Form

Date \_\_\_\_\_

Advertising space contract placed for:

Company Name \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

State/Province \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Copy and Contract Regulations

*International Miller (IM)* is published quarterly. All space contracted to be used within one calendar year, or frequency discount will be forfeited and ads will be billed at their actual frequency. Advertiser/agency to supply all material. Advertiser and agency assume responsibility for all content of advertisements printed, as well as any claims arising therefrom against the publisher. Copy and images which do not meet material requirements as described on the *IM* 2007-08 Rate Card are subject to additional production charges. Notwithstanding anything contained herein to the contrary, it is expressly agreed between the parties thereto that the advertiser's damage, in the event of any error in publication by the publisher shall be limited to the cost charged by the publisher for said materials. Agencies must add the amount of commissions to rates stated on the Rate Card and collect from the advertiser. Net 30 days. Prepayment may be required. Rendering bill to an advertising agency shall not release advertiser in case of nonpayment by agency. Nonpayment will result in ads being barred from *IM* until such time that all outstanding bills are paid. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Publisher reserves the right to refuse any advertising. The advertiser is responsible for all legal fees involved in collecting overdue balances.

I understand and agree to the above contract regulations.

Signature (required) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## Method of Payment

- Check enclosed (Payable to IAOM, U.S. funds only)
- Charge to following credit card:
  - VISA       MasterCard       American Express

Total \$ \_\_\_\_\_

Card No. \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

## Advertisement Agreement

You are authorized to insert our company advertisement in the *International Miller* magazine as follows:

- Two-page Spread       Back Cover
- Full-page       Inside Front Cover
- 1/2 Horizontal Spread       Inside Back Cover
- 1/2 Page       1/2 Island
- 1/3 Page       Classified (\_\_\_\_ blocks)
- Repeat ad from \_\_\_\_\_ issue

Notes \_\_\_\_\_

You are authorized to insert our company advertisement in the *2008 Annual IAOM Membership Directory* as follows:

- Two-page Spread       Inside Front Cover
- Full-page (4.5"x7.5")       Inside Back Cover
- 1/2 Page (4.5"x3.75")       Back Cover
- 1/4 Page (4.5"x1.75")       Back Cover
- Repeat ad from \_\_\_\_\_ issue

## Color Instructions

- Full-color       Black & White
- Bleed       Additional Color(s) \_\_\_\_\_

Visit [www.iaom.info](http://www.iaom.info) for ad rates and specifications.

## Issue(s)

- 4th Quarter '07 - reservation deadline Oct. 12 (December '07) - materials due Oct. 19
- 1st Quarter '08 - reservation deadline Jan. 11 (March '08) - materials due Jan. 18
- 2nd Quarter '08 - reservation deadline April 7 (June '08) - materials due April 14
- 3rd Quarter '08 - reservation deadline July 14 (September '08) - materials due July 21
- IAOM 2008 Annual Membership Directory - materials due Oct. 31 (reservation deadline Oct. 15)

## Cancellations

Cancellations on all orders must be received in writing by the space reservation deadline (listed above). Failure to send materials does not constitute cancellation.

## Ad Materials

IAOM recommends only sending DIGITAL FILES for ads. We can accept CDs, zip disks, files via FTP, and 3-1/2" disks. We accept digital files (Mac or PC platform) in the following programs: QuarkXPress 6.1, Adobe Illustrator, Adobe Photoshop CS; and all files need to be at least 300 dpi. A high-end color proof or hard copy proof MUST accompany all ads (whether the ad is color or black & white). Ad materials are sent to payment address by date specified above.

Please mail all checks and a copy of the signed contract to:

IAOM, 5001 College Blvd., Ste. 104, Leawood, KS 66211

FAX: 913-338-3553, [Sherri.Ford@iaom.info](mailto:Sherri.Ford@iaom.info)