distributing confidence, worldwide.

2020 RESOURCE BOOK

ADVERTISING RATES & CONTRACT

New Artwork Deadline: January 15, 2020

Email: kjoneson@ista.org **Fax:** 517.333.3813

ADVERTISE

AD SIZES & RATES:

Available Sizes	B/W	4 Color
◯ Full Page	◯ $1,430	◯ $2,030
◯ 2/3 Page Horizontal	◯ $1,250	◯ $1,770
◯ 2/3 Page Vertical	◯ $1,250	◯ $1,770
◯ 1/2 Page Horizontal	◯ $1,070	◯ $1,540
◯ 1/2 Page Vertical	◯ $1,070	◯ $1,540
◯ 1/3 Page Horizontal	◯ $675	◯ $1,035
◯ 1/3 Page Square	◯ $675	◯ $1,035
◯ 1/3 Page Vertical	◯ $675	◯ $1,035
◯ 1/4 Page Horizontal	◯ $575	◯ $895
◯ 1/4 Page Vertical	◯ $575	◯ $895
◯ 1/8 Page Horizontal	◯ $425	◯ $675
◯ 1/8 Page Vertical	◯ $425	◯ $675

AD ARTWORK:

◯ Use existing artwork, no changes.

◯ New artwork to come. **Due to ISTA by 1/15/2020**

RESOURCE BOOK AD SIZES:

AD SPECIFICATIONS AND GENERAL INFORMATION

CONTACT INFORMATION:

Complete when ordering advertising space.

Company _____

Contact Person _____

Address _____

City _____

State ZIP _____

Phone _____

Fax _____

Email _____

Website _____

PAYMENT OPTIONS:

◯ Please invoice after insertion.

◯ VISA ◯ Mastercard ◯ American Express

Credit Card # _____

Expire _____

Name on card _____

Signature _____

Address of card holder _____

Send invoice to: (if different than above contact person)

_____

_____

Digital Ad Specifications: Ad material should be submitted in a digital or electronic format.

Accepted document formats: Ads created in QuarkXpress, Adobe PageMaker, Adobe InDesign, Adobe Illustrator and Adobe Photoshop should be converted to one of our accepted formats, PDF, EPS or TIFF to ensure that they print correctly. Please either embed all fonts or convert all fonts to outlines. We do not accept files created in Microsoft Word, Publisher or PowerPoint. Call Kathy Joneson to discuss other format options since most formats can be accommodated.

Fonts: Include all PostScript fonts - both screen and printer.

Images: Include all placed images, making sure that each is in CMYK mode, 300 dpi and saved as a TIFF or an EPS image.

Proof: All ads should include an actual size color proof of the final file.

Production Charges: Any requested production work, including ad copy/photo changes will be charged to the advertiser at a rate of $45/hour.

Advertising Policy: Every effort will be made to accommodate the advertisers request for positioning and placement in all advertising mediums. The policy of first right of refusal will apply to all premium ad placements. Payment may either accompany your advertising materials or you may be invoiced following the release of the publication. Terms are net 30 days.

AD MATERIALS SHOULD BE SENT TO:

ISTA Headquarters
Attn: Kathy Joneson
1400 Abbot Road, Suite 160
East Lansing, MI 48823-1900

517.333.3437 ext. 214 phone
517.333.3813 fax

EMAIL: kjoneson@ista.org

www.ista.org