

AEJMC 2012 ... "Celebrating Our Centennial"

Advertising Insertion Order

AEJMC 2012 Conference Program

August 9-12 • Chicago, IL

Return this form, telephone or email space request by **May 14, 2012**, to Fred L. Williams, AEJMC Conference Manager, 234 Outlet Pointe Blvd., Suite A, Columbia, SC 29210-5667, telephone (803) 798-0274; Fax (803) 772-3509 or email: **Fredaejmc@aol.com** If telephoning and Fred is not available, ask for Janet Harley (803) 798-0271.

Firm/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax : (____) _____

E-mail address: _____ Contact Person: _____

We reserve this space in the **AEJMC 2012 Conference Program**. We realize positions are reserved upon request:

_____ Full Page* (\$550) _____ End Page (\$800) _____ IBC (Cover III) (\$1,500) (4/color process)
_____ Half Page* (\$450) _____ IFC (Cover II) (\$1,500) (4/color process) _____ BC (Cover IV) \$1,600 (4/color process)
_____ Facing Pages (\$1,300)

The Conference Program is printed in an 8 1/2" x 11" black-and-white format. Ad sizes are 7" x 10" (full page), and 7" x 5" (half page horizontal). Ad content is subject to approval of the publisher. Advertisers are to submit black-and-white copy as a high resolution PDF. No bleed pages. Recommended screens are 120-150 with 133 preferred. Process color is available at \$800 per page in addition to the quoted black and white rate.

***Member Rates:** If your school is a member of the Association of Schools of Journalism and Mass Communication or your organization is a member of the Council of Affiliates, you receive a 30% discount off full page (\$385) and half page (\$315) placements as a membership benefit. If membership status changes during the contract terms, regular rates will apply.

Special Placement Requests: Limited consecutive pages and/or consecutive right-hand pages available at regular rate plus \$100 placement fee per page. A maximum of four consecutive pages or three consecutive right-hand pages will be sold, although an advertiser may request similar placements elsewhere in the publication. AEJMC reserves the right to assign advertising space. Positions are assigned on a first-reserved, first-assigned basis. Positions will be assigned to those paying a discounted rate after assigning those paying the full rate. Advertisements must be camera-ready artwork. ANY expenses incurred in the design, layout, typesetting or camera work will be billed to the advertiser.

Cover positions and End Page are sold on a lottery basis. Interest

in one or more cover positions must be conveyed to **Fredaejmc@aol.com** by **March 15**. Results of the drawing will be announced by March 30.

Ad copy, to be sent by **June 1, 2012**, should be sent by PDF to **Felicia@aejmc.org**. Payment in advance is appreciated but not required. Invoices, if payment is not received in advance, and tearsheets will be mailed to all advertisers after the conference. Company Insertion Orders will be accepted in lieu of this form. No agency or cash discounts are given. Space may be cancelled until **June 1, 2012**. No cancellations after that date.

Payment Methods: 1) _____ Invoice _____ Check or Money Order
(Made Payable to AEJMC Conference) **or**

2) Charge to: _____ AMEX _____ Discover _____ MasterCard _____ VISA

Card Number: _____

Exp. / Date _____ Security Code _____ Name/Sig. _____

Billing Address: _____

_____ Zip + 4: _____

Mailing Address (if different) _____

_____ Zip + 4: _____