



# AZTEC PRESS

## Advertising Insertion Order

office use/client code

Advertiser: \_\_\_\_\_

Client Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Total number of ad copy insertions: \_\_\_\_\_ Issue Rate: \$ \_\_\_\_\_

Full Page

Spot Color \$85 per ad

Space Guarantee 20%

1/2 Page

Four Color \$375 per ad

Full Run Insert \$525

1/4 Page

Ad Design \$100 per ad

1/8 Page

1/16 Page

Insertion Order

TOTAL \$ \_\_\_\_\_

### Terms & Conditions

Advertisers assumes all liability for all copy printed in their ad. If ad space has been reserved and the ad copy does not arrive for publication, the advertiser may be subject to be charged for their ad space. All advertising (each individual ad) is subject to the publisher's approval. The publisher reserves the right to reject advertising. Production fees may be charged to cover ad modification (you will be notified if production is needed). There is no production charge for "camera-read" ads. Cancellations must be submitted via form faxed or emailed (PDF) one week prior to copy due date. Discounted rates are based on specific number of issues. If discounted insertions are cancelled, the rate will revert to the non-discounted price and the advertiser will be billed the full rate price. Payments are due upon receipt of the invoice and tear sheet. In the event the advertiser becomes delinquent, the account is subject to collections with an agency fee not to exceed 33%.

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Client Print Name: \_\_\_\_\_

### PUBLICATION DATES

## Spring 2008

January	31	<input type="checkbox"/>
February	14	<input type="checkbox"/>
February	28	<input type="checkbox"/>
March	13	<input type="checkbox"/>
March	27	<input type="checkbox"/>
April	10	<input type="checkbox"/>
April	24	<input type="checkbox"/>
May	8	<input type="checkbox"/>

## Fall 2008

September	4	<input type="checkbox"/>
September	18	<input type="checkbox"/>
October	2	<input type="checkbox"/>
October	16	<input type="checkbox"/>
October	30	<input type="checkbox"/>
November	13	<input type="checkbox"/>
November	26	<input type="checkbox"/>
December	11	<input type="checkbox"/>

### Advertising Specifications

Send Ads as a PDF, TIF or JPEF File (300 res.) to: aztecpress\_ad@pima.edu

The Aztec Press uses In-Design and Photoshop CS3 software. Ads should also be submitted in hardcopy form for accuracy measures.

Ads with spot color MUST include channels. PDFs are preferred.