

The ASPPA Journal

2012 Rate Card

Size	1x	4x
Full Page	\$4,400	\$4,000
1/2 Page	\$3,300	\$3,000
1/3 Page	\$2,200	\$2,000
Premium Positions		
Back Cover (Cover 4)*	\$6,600	\$6,000
Inside Front Cover (Cover 2)*	\$5,900	\$5,300
Inside Back Cover (Cover 3)*	\$5,500	\$5,000
Opposite Table of Contents*	\$5,500	\$5,000
Guaranteed Far Forward (First 1/3)	10% Premium	10% Premium

* Includes Leaderboard ad rotation on The ASPPA Journal Online or Tile ad on the ASPPA website for 3 months

Ad Creation Services: \$300 per Ad

2012 Calendar

2012 Issues	Ad Space Reservations	Ad Materials	Proposed Mail Date
Winter	November 11, 2011	November 25, 2011	January 6, 2012
Spring	February 10, 2012	February 24, 2012	April 2, 2012
Summer	May 11, 2012	May 25, 2012	July 2, 2012
Fall	August 10, 2012	August 24, 2012	October 1, 2012

Specifications

Size	Width	Height
Trim Size	8-1/2"	11"
Full Page with Bleed	8-1/2"	11"
Full Page no Bleed	7-1/4"	10"
1/2 Page	8-12"	6"
1/3 Page Square	4.5"	4.5"
1/3 Page Vertical	2-1/6"	9-3/8"
1/3 Page Horizontal	7"	3"

Ad Delivery Instructions:

Email high resolution .pdf to

Jenn McKibben

Email jmckibben@asppa.org

Phone 703-516-9300 x116

Advertising Contact:

Fred Ullman

Director of Sales

ASPPA/NTSAA

Email fullman@asppa.org

Phone 703-516-9300 x 113

ASPPA 2012 Sponsorship, Exhibiting and Advertising

Master Order Form

Conferences *(See offerings on Rate Sheets)*

Conference Name	Sponsorship Level/ Exhibit Only	Sponsorship Item Requested	Price

Printed Magazines *(See offerings on Rate Sheets)*

Magazine	Issue Dates	Ad Size	Position Requested	Unit Price	Frequency	Total Price

ENewsletters *(See offerings on Rate Sheets)*

Enewsletter	Issue Dates	Ad Size	Position Requested	Unit Price	Frequency	Total Price

Online Media *(See offerings on Rate Sheets)*

E-Magazine, Webcast, Website	Schedule	Ad Size	Position Requested	Unit Price	Frequency	Total Price

With my signature below, I indicate that I have read and agree to the enclosed Terms and Conditions and authorize ASPPA to reserve the above listed sponsorship, exhibiting and/or advertising opportunities and invoice the "Total Price" to the Billing Contact.

Subtotal: _____

Minus Deposit: _____

Minus Integrated Package Savings: _____

TOTAL PRICE: _____

Signature: _____ Title: _____

Printed Name: _____ Date: _____

Primary Contact

Name: _____

Company: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail Address: _____

Website: _____

Type of Business/Services: _____

Billing Contact

Same as Primary Contact

Name: _____

Company: _____

Billing Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail Address: _____

Terms and Conditions - *Advertising*

Payment: Invoices are sent upon receipt of advertisers' order. Payment is required before Advertisers' ad is purchased. is published and due upon receipt of the invoice. Advertisers can pay by either credit card or check. By submitting your credit card information, you agree that your credit card will be automatically charged on the date that ad materials are due for each contracted ad. ASPPA may elect not to run scheduled ads for advertisers whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be published once the account is brought current. Invoices rendered will be accepted as correct unless ASPPA is notified in writing within 10 day of billing date.

Limitation of Liability: Advertiser agrees to not hold ASPPA responsible for any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. If any proven or admitted errors or omissions have occurred, ASPPA will publish a one-time paid advertisement of the same specification in a future issue at no charge for the space.

Indemnification: Advertiser hereby agrees to indemnify and hold harmless ASPPA, as well as its subsidiaries, affiliates, directors, officers, agents, and employees, from and against all claims, liabilities, and expenses, including reasonable attorney's fees, which may result from Advertiser's acts, omissions, or breach of this Agreement.

Warranty: Advertiser warrants and represents that the ad materials provided by Advertiser do not violate any proprietary rights of others (including, without limitation, any copyrights or patents) and that such materials depict the Advertiser's own original creation, or that the Advertiser has permission from the rightful owner to depict such products.

Cancellation: All cancellations must be received in writing prior to the space reservations deadline. All premium positions and sponsorships are non-cancelable.

Advertising Materials: Advertiser is responsible for providing all information and digital artwork to meet the ad's specifications and requirements. ASPPA reserves the right to determine the suitability of all ads submitted for publication, and reject advertising that does not meet the editorial criteria and/or specifications and requirements, and require suitable replacement materials by publication deadline.