

## ICES Newsletter Advertising Policy

Ads for the newsletter must be received by the 25th of the month, two months preceding issue month (April 25 for June issue). **All ads are payable in advance before publication.** You may pay by credit card or check payable to ICES. Ads (except Classified) must be submitted digitally (as e-mail attachment or on CD; see instructions below) unless otherwise approved by the Newsletter Editor. Any ad requiring typesetting or an unusual amount of layout or cleanup time may be billed. Allow four to five days for the mail to reach the ICES Editor at 324 W. Seward Rd., Guthrie, OK 73044, phone or fax (405) 282-3003, email [iceseditor@aol.com](mailto:iceseditor@aol.com). Ad rates and sizes (width × length) are as follows:

**Classified Advertising** is \$5 per typed line, black and white only.

<u>Page Size</u>	<u>Black and White Ads</u>	<u>Color Ads</u>
1/6 page (3¼" × 3¼")	\$ 79.00	N/A
¼ page (3¼" × 4⅞")	\$119.00	\$207.00
Horizontal ½ page (7½" × 4⅞")	\$212.00	\$368.00
Vertical ½ page (3¾" × 10")	\$212.00	\$368.00
Full page (7½" × 10")	\$383.50	\$667.00

If you commit to one full year of ads (11 issues), you will get one ad free (you will be charged for only 10 ads). If you commit to one-half year of ads, you will receive one ad free of charge (published in 7 issues). If you choose to pay for the full year commitment or a one-half year commitment in advance, you will receive an additional 10% discount. See next page for prices. Please note that classified ads are excluded from this offer.

Page size is 8½" × 11" with ½" margins all around.

**To submit ads digitally**, please send the ad attached to e-mail, or on CD. If you require your media returned, please include a postage-paid envelope. Preferred ad format is .pdf or .tiff. The newsletter staff works with Windows and PageMaker, MSWord, WordPerfect and Photoshop programs. *Please do not send Mac files with Quark extensions.* If you are using a PC (Windows), you may submit any of the following types of files: InDesign PageMaker, Word, WordPerfect, or Photoshop, plus any nonstandard fonts used, along with .tiff or .pdf files of any artwork. Macintosh files are also accepted, provided they can be converted or re-created.

**For ads with photos or grayscale**, scan photos or grayscale art in grayscale at 350 dpi and save in .tiff or .pdf format. Position photos and compose text in layout program (either typeset text or scan as line art and position in layout program; do not scan text as grayscale). Include any nonstandard fonts used. Please fax a copy of the ad to the editor for comparison of original and digital versions.

Type of card (please select one):      \_\_\_ Visa                      \_\_\_ MasterCard                      \_\_\_ Discover

Credit card number: \_\_\_\_\_

Name on the card: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Digital signature: \_\_\_\_\_

For how many issues would you like to run your ad (see pricing on next page): \_\_\_\_\_

### **SEND THE FORM**

- **Electronically:** fill out the form electronically, save it to your desktop and email to [iceseditor@aol.com](mailto:iceseditor@aol.com).
- **By fax:** print this page, fill it out and fax to 405.282-3003.
- **By mail:** Grace McMillan, ICES Newsletter Editor, 324 W. Seward Rd., Guthrie, OK 73044.

## Current ICES NEWSLETTER ADVERTISING RATES

### Black and White Advertising Rates

AD SIZE	PER ISSUE	PER 7 ISSUES	PER 11 ISSUES
1/6 page (3 <sup>3</sup> / <sub>4</sub> x 3 <sup>3</sup> / <sub>8</sub> )	\$79.00	\$ 474.00	\$ 790.00
<b>Prepaid 1/6 page</b>		<b>\$ 426.60</b>	<b>\$ 711.00</b>
¼ page (3 <sup>3</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub> )	\$119.00	\$ 714.00	\$1,190.00
<b>Prepaid ¼ page</b>		<b>\$ 642.60</b>	<b>\$1,071.00</b>
½ page (7 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub> )	\$212.00	\$1,272.00	\$2,120.00
<b>Prepaid ½ page</b>		<b>\$1,144.80</b>	<b>\$1,908.00</b>
Full page (7 <sup>5</sup> / <sub>8</sub> x 10)	\$383.50	\$2,301.00	\$3,835.00
<b>Prepaid Full page</b>		<b>\$2,070.90</b>	<b>\$3,451.50</b>

### Color Advertising Rates

AD SIZE	PER ISSUE	PER 7 ISSUES	PER 11 ISSUES
¼ page (3 <sup>3</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub> )	\$207.00	\$1,242.00	\$2,070.00
<b>Prepaid ¼ page</b>		<b>\$1,117.80</b>	<b>\$1,863.00</b>
½ page (7 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub> )	\$368.00	\$2,208.00	\$3,680.00
<b>Prepaid ½ page</b>		<b>\$1,987.20</b>	<b>\$3,312.00</b>
Full page (7 <sup>5</sup> / <sub>8</sub> x 10)	\$667.00	\$4,002.00	\$6,670.00
<b>Prepaid Full page</b>		<b>\$3,601.80</b>	<b>\$6,003.00</b>