

2007 Winter Conference Program Book Advertising Contract

YES! We wish to advertise in the 2007 Winter Conference Program Book and Exhibit Guide as follows:

PRIME SPACE:

Cover II (four color only): _____ \$2,250
 Cover III (four color only): _____ \$2,250
 Cover IV (four color only): _____ \$2,890
 Page 1: _____ \$1,255
 Page facing Table of Contents: _____ \$1,255
 Page facing General Information Page: _____ \$1,200
 Page facing Cover III: _____ \$1,130
 Page facing Program Overview: _____ \$1,130
 Page facing Hotel Map: _____ \$1,130
 Page facing Convention Center Map: _____ \$1,130
 Page facing Exhibit Hall Floor Plan: _____ \$1,130
 Center Spread: _____ \$1,890
 Special Position Request: _____ \$990 (Call for placement option)

STANDARD SPACE: Full page ad: _____ \$739
 Half page ad: _____ \$599 Horizontal Vertical

Publication size: 8.375" wide x 10.875" deep
(Check appropriate box)

Full page ad image size: 7" wide x 10" deep
 Full page bleed* ad: 8-5/8" wide x 11-3/16" deep
 *(Words and photographs that **do not** bleed off the page must be within the 7" wide x 10" deep image area.)

Half page (horizontal) ad image size: 7" wide x 4-7/8" deep
 Half page (horizontal) bleed* ad: 7-1/4" wide x 5-1/8" deep
 *(Words and photographs that **do not** bleed off the page must be within the 7" wide x 4-7/8" deep image area.)

Half page (vertical) ad image size: 3-7/16" wide x 10" deep
 Half page (vertical) bleed* ad: 3-11/16" wide x 10-1/4" deep
 *(Words and photographs that **do not** bleed off the page must be within the 3-7/16" wide x 10" deep image area.)

For ads that bleed, add an additional 10 percent to the total price. Bleeds are non-commissionable.

Ads other than covers and those using pre-selected PMS color must be black and white.

PMS color (ACA's choice) _____ \$200 additional charge. **Ads may include the publisher's pre-selected PMS color for an additional \$200 charge.**

Mail or fax this form to the American Correctional Association no later than the prime space closing date of August 18, 2006, or the standard space closing date of November 10, 2006.

(Company name as you would like it to appear in the 2007 Winter Conference Program Book.) _____

(Contact Person's Name) _____

(Street Address or Post Office Box) _____

(City) _____ (State) _____ (Zip) _____

(Phone) _____ (Fax) _____ (Email) _____

(Product or Service as you wish it to appear in the Program Book and Exhibit Guide) _____

(Advertising Agency, if applicable) _____

(Contact Person's Name) _____

(Agency's Street Address or Post Office Box) _____

(City) _____ (State) _____ (Zip) _____

(Phone) _____ (Fax) _____ (Email) _____

(Notes/Copy Instructions) _____

Reproduction Requirements: It is preferred that advertisers send *.tif, *.jpg or *.pdf files saved at no less than 400 dpi, or live Quark files with fonts and images included for PC. (Mac Quark files cannot be opened due to cross-platform issues. **Word files for advertisements will not be accepted. When sending or emailing advertisement, please format disks and/or files as PC.** Additional charges will be levied for the preparation of negatives from camera work or mechanical art, as well as any typesetting or printing alterations. Line Screen, 133. **Copy must be in the ACA office no later than November 25, 2006.** ACA does not assume any liability for the return of printing material in connection with advertising unless specific written request is received to hold such material subject to order for a period not exceeding 60 days. (Ads other than covers and those using pre-selected PMS color **must be black and white.**)

Payment/Agency Policies: First-time Program Book advertisers: **Submit pre-payment** with this advertising contract. All other advertisers in the 2007 Winter Conference Program Book and Exhibit Guide will receive an invoice immediately upon the Program Book's publication. A 15 percent commission is extended only to recognized advertising agencies. Insertion orders must be forwarded prior to space closing date in order to earn commissions. **Commissions will be granted to agencies only if an acceptable insertion order is received prior to publication and accounts are paid within 60 days of the invoice date. Invoices are due net 30 days.**

American Correctional Association: ACA accepts advertising solely upon the condition that both the advertising agency and its client, the advertiser, are responsible for all obligations due to the publisher. The signatures of the authorized representatives of the ad agency and the advertising company on this contract signify that those parties affirmatively agree to their joint and several obligations hereunder. **Advertisers or agencies with invoices more than 60 days outstanding with ACA will not be permitted to place advertising in the Program Book.** The advertiser is liable hereunder even if this contract is signed only by representatives of the advertiser and the ACA but not by the ad agency. The signature of only the authorized representative of the agency on this agreement constitutes a representation and warranty that he/she has explained the foregoing to his/her client, the advertiser, and that the advertiser has authorized the agency to enter into this agreement on the advertiser's behalf. The publisher's policy is to bill the agency for media placements. If, for any reason, the agency fails to pay the publisher's statement when presented, the publisher will immediately seek and be entitled to payment from the advertiser.

Cancellation Conditions: Cancellations, changes, or corrections must conform to published deadlines and will not be accepted unless presented in writing and signed by both parties. **No cancellation of contracted space will be deemed valid unless received in writing by the publisher at least 30 days prior to the space closing date.** Failure to comply with this condition will result in the advertiser being billed accordingly. The publisher will, at its discretion, either repeat the latest advertisement or publish nothing.

ACA reserves the right to review and possibly reject any advertising. The publication of any advertisement by ACA is an endorsement of neither the advertiser nor its products or services. The advertiser and its advertising agency, if any, are completely responsible for the contents of all advertisements and agree to defend and indemnify ACA, its officers, governors, employees and agents against any and all claims made against any of them arising in any manner out of the advertisement.

Authorized by: _____ (Name-please print or type) _____ (Company/Agency Name) _____ (Title)

(Signature) _____ Telephone _____ Fax _____ Email _____

AMERICAN CORRECTIONAL ASSOCIATION
 Attention: Convention Department, c/o Sales Manager
 206 North Washington St. • Alexandria, VA 22314
 (800) 222-5646: Ask for the Conventions Department
 E-mail: sales@aca.org
 Web Site: www.aca.org

ACA USE ONLY

Date: _____ Confirmed by: _____

 Authorized Signature
 American Correctional Association

Pre-Paid: Check No. _____ Amount _____ Date _____