



# 2009 Talking Stick Advertising Agreement

*Reach the decision-makers of the college and university housing profession by advertising in the Talking Stick magazine.*

## Talking Stick 2009 Rates

Placement Type	1x rate	3x rate	6x rate
Two-Page Spread	\$3,850	\$3,660	\$3,465
Back Cover Page	\$3,210	\$3,050	\$2,890
Front Inside Cover	\$2,890	\$2,745	\$2,600
Rear Inside Cover	\$2,890	\$2,745	\$2,600
Front Face Page	\$2,770	\$2,630	\$2,495
Table of Contents Page	\$2,770	\$2,630	\$2,495
New Members Page	\$2,770	\$2,630	\$2,495
Full Page	\$2,410	\$2,290	\$2,170
Half-Page Horizontal	\$1,445	\$1,375	\$1,240
Half-Page Island	\$1,445	\$1,375	\$1,240

**Current ACUHO-I Corporate and Sustaining Affiliate Members receive a 10% discount off these rates.**

## Talking Stick 2009 Production Schedule

Issue	Agreement Form Due	Artwork Due
January + February 2009	November 1, 2008	November 15, 2008
March + April 2009	January 1, 2009	January 15, 2009
May + June 2009	March 1, 2009	March 15, 2009
July + August 2009	May 1, 2009	May 15, 2009
September + October 2009	July 1, 2009	July 15, 2009
November + December 2009	September 1, 2009	September 15, 2009

Signed insertion orders should be sent via fax (614.292.3205) to:  
Talking Stick Advertising c/o ACUHO-I, 941 Chatham Lane, Suite 318, Columbus, Ohio 43221

Accepted software formats include Adobe Photoshop, Illustrator, InDesign, and Acrobat (PDF) files. Include all fonts used within file. PDF files must be high resolution (300 dpi or greater) and/or optimized for press when distilled. Embed all fonts when creating PDF file. If spot color is used, specify PMS or CMYK.

Art files can be e-mailed to [talkingstick@acuho-i.org](mailto:talkingstick@acuho-i.org) or sent on CD-ROM to the address above. A FTP site is available for files larger than 3 MB. For login information contact Camille Perlman, Talking Stick managing editor at [camille@acuho-i.org](mailto:camille@acuho-i.org) or 614.292.0099.

## Ad Sizes and Specifications

Final Magazine .....	8" x 11"	Non-Bleed Area .....	7.5" x 10"
Trim Size .....	8" x 11"	Half Page Island .....	4.5" x 6 1/2"
Full Page/Face Page .....	8" x 11"	Half Page Horizontal .....	7" x 4.74"
Bleed Size .....	8.75" x 11.25"	Line Screen .....	150 to 175

Accepted software formats include Adobe Photoshop, Illustrator, InDesign, and Acrobat (PDF) files.

Include all fonts used within file. PDF files must be high resolution (300 dpi or greater) and/or optimized for press when distilled. Embed all fonts when creating PDF file.

If spot color is used, specify PMS or CMYK.

## Conditions and Guidelines for Advertising in ACUHO-I Publications

1. Advertisers are to furnish to the publisher prepared mechanicals, in black ink, ready for camera by the specified due date. Photos can be black and white glossies or digital file format.
2. The mechanicals used in the printing of advertisements are the property of the publisher and may not be transferred to another advertiser.
3. The publisher shall not be liable for failure to insert any advertisement due to fire, strikes, unavoidable accidents, acts of God, or any cause whatsoever.
4. Any bill submitted to the advertiser by the publisher shall be conclusive as to the correctness of the items set forth and shall constitute an account state unless written objections are made to the publisher or the advertiser within thirty (30) days of the presentation of the invoice.
5. The publisher reserves the right to cancel the contract at any time upon default by the advertiser in the payment of bills, or other breach, or in the event of any other material violation of the stated conditions; and upon such cancellations all advertising done under this contract, and unpaid, shall become immediately due and payable. In case of delinquency in payment or impaired credit, the publisher shall have the right at any time to change the requirements as to terms of payment for further advertising under this contract, or to refuse to publish future advertisements, as the publisher may see fit.
6. Advertisers agree to make payment within thirty (30) days from the presentation of the invoice for published advertisements. Balances overdue more than sixty (60) days are subject to late payment charges of 1.5% per month from the date of invoice.
7. The subject matter, form, size, wording, illustration, and typography of the advertising shall be subject to approval of the publisher. Unless otherwise authorized in advance, no change shall be made without the consent of the advertiser, except for the correction of typographical errors. The advertiser may be billed for such corrections. The publisher reserves the right to decide on ad placement.
8. Failure by the publisher to insert an ad in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute breach of contract.
9. Advertising space is determined by the publisher. The publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertising is ordered has all been taken, and also limit the amount of space an advertiser may use in any one issue. Advertising rates are determined annually by the publisher.
10. Cancellation of an advertisement by the advertiser within two weeks prior to the mechanical deadline will be upheld, but a fifty percent (50%) advertisement rate penalty will be assessed.
11. The publisher reserves the right to edit all copy and to refuse advertisements that are not in consonance with the principles of Title VII of the Civil Rights Act of 1964.
12. Advertisements promoting the sales or consumption of alcoholic beverages are prohibited.
13. The publication of any advertisement by ACUHO-I is not an endorsement of the advertiser or of the products or services advertised. Advertisers may not, without prior consent, incorporate in a subsequent advertisement the fact that a product or service has been advertised in an ACUHO-I publication.
14. The use of the ACUHO-I logo or any Conference logos are not permitted in advertisements. Major Donors and Corporate Partners are permitted to use the Foundation Corporate Partner logo in Talking Stick advertisements.
15. All advertising rates are non-commissionable.
16. If new artwork is indicated on the agreement form, but no new artwork is submitted by the notified deadline, a pick up will be used for the reserved ad space.
16. Artwork not turned in at the proper deadline may result in the negation of contract.
17. Any conversions made at the publisher's printer, text or graphics, will be at the advertiser's expense. Artwork submitted in a .pdf format may not be editable.

# Talking Stick

## Advertising Insertion Agreement

PLEASE SEE RATE CARD FOR DEADLINES, RATES, AND TERMS.

Issue(s) of insertion: .....

Ad size (check one):  2-page spread  Full-page  Half-page horizontal  Half-page island

Back cover  Inside back cover  Inside front cover  Front face page  TOC page  Member page

Artwork (check one):  Pick-Up  New Ad Headline .....

Rate per insertion: ..... TOTAL DUE:

.....  
*Name* *Title*

.....  
*Company or Agency*

.....  
*Street Address or P.O. Box No.*

.....  
*City* *State* *Zip Code*

.....  
*Telephone number* *Fax number* *E-mail address*

.....  
*Contact person (if different than above)*

.....  
*Special instructions (must speak with ACUHO-I representative to confirm premium placement)*

.....

.....  
*Signature* *Date*

**By submitting this insertion order, I acknowledge and agree to abide by ACUHO-I's terms and conditions as specified in the rate card applicable to this order. See rate card for artwork requirements.**

*Please send completed and signed insertion order to:*  
Talking Stick Advertising c/o ACUHO-I  
941 Chatham Lane, Suite 318 • Columbus, Ohio 43221  
ph. 614.292.0099 fax 614.292.3205