



# ACUHO-I 2010 Event Program Guides

## Advertising Information/Agreement Form

It's hard to find a blank spot on the ACUHO-I Events Calendar. As the college and university housing professions most vital and vibrant organization, ACUHO-I offers members countless opportunities to learn, grow, network, and expand their horizons engaging in professional activities. At the Annual Conference & Exposition, the Conference Series, or The Placement Exchange, ACUHO-I offers premier placement in the many event program guides. The program guides are picked up by all conference attendees for planning their program agenda with the conference subjects and information, sponsor listings, maps, entertainment information, and much more. These event program guides reach your target audience and showcase your business, products and services to the audience you want to reach.

<u>Placement Type</u>	<u>Rates</u>
Full-Page	\$995
Half-Page (horizontal)	\$595

<u>Event (Circle Choices)</u>	<u>Full Page</u>	<u>Half Page</u>	<u>Artwork</u>
2010 Annual Conference & Exposition	<input type="checkbox"/>	<input type="checkbox"/>	New or Pick up _____
2010 Business Operations Conference	<input type="checkbox"/>	<input type="checkbox"/>	New or Pick up _____
2010 Housing Facilities Conference	<input type="checkbox"/>	<input type="checkbox"/>	New or Pick up _____
2010 Living-Learning Programs Conference	<input type="checkbox"/>	<input type="checkbox"/>	New or Pick up _____

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

\_\_\_\_\_ (Company Name) agrees to purchase advertising with ACUHO-I as indicated above. The Advertiser and the Publisher agree to the Conditions and Guidelines indicated on the reverse side of this contract.

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

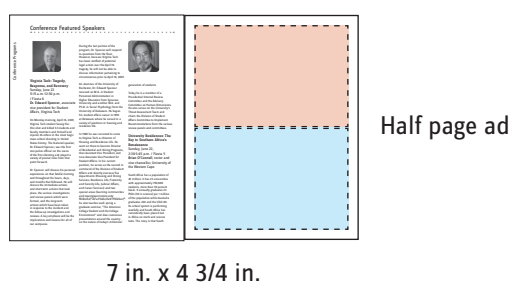
Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web Site Address \_\_\_\_\_

Return one signed copy of this agreement via FAX (614-292-3205), email to: [alison@acuho-i.org](mailto:alison@acuho-i.org), or mail to the address below.

Please send all artwork via e-mail to: [olivea@acuho-i.org](mailto:olivea@acuho-i.org) or mail a CD with files to:

ACUHO-I, Suite 318, 941 Chatham Lane, Columbus, OH, 43221-2416  
 Phone: 614-292-0099 Fax: 614-292-3205  
[www.acuho-i.org](http://www.acuho-i.org)

## Specifications



Program Guide Software: Adobe InDesign CS2-CS4, Adobe Photoshop CS2-CS4, Adobe Illustrator CS2-CS4. Include all fonts used on same or separate disk. If spot color is used, specify PMS or CMYK. Artwork must be 300dpi or greater.

## 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.*