

ADVERTISING INSERTION ORDER

CLIENT INFORMATION:

Advertiser or Agency _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ P.O. #/Order # _____

Authorized Signature _____ Date _____

MAIL OR FAX ORDER WITH PAYMENT TO:

Advancing Suicide Prevention
ATTN: Advertising Sales Manager
PDV Foundation Inc.
629 North 8th Street, Suite 203
Sheboygan, WI 53081-4502
Phone: 920-457-4033
Fax: 920-457-4011
Email: advertising@advancingsp.org
www.advancingsp.org/advertising

AD INFORMATION:

Ad Title/Description _____

Artwork Enclosed Artwork To Follow

- See mechanical requirements on reverse side
- See 2005-2006 Advertising Contract for space reservation and material deadlines

2005 Issues: Public Health Rural

2006 Issues: Youth Aging Women
 Risk Men Survivors

Frequency: 1 Time 3 Times 6 Times 12 Times

Color: Black & White 4-Color

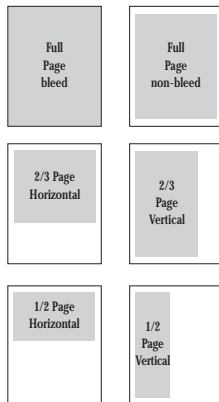
Special Positions: 2nd Cover 3rd Cover 4th Cover

Preferred position _____
15% additional charge

Options: PMS/match colors, bleeds or other specification questions, call advertising sales at 1-920-457-4033

SIZES:

- Trim:** 8-3/8 x 10-7/8"
- Full Page bleed 8-5/8 x 11-1/8
- Full Page non-bleed 7-1/4 x 9-7/8
- 2/3 Page Horizontal (7-1/4 x 6-1/2")
- 2/3 Page Vertical (4-3/4 x 9-7/8")
- 1/2 Page Horizontal (7-1/4 x 4-3/4")
- 1/2 Page Vertical (3-1/2 x 9-7/8")



ADVERTISING RATES:

Four Color	1Time	3 Times	6 Times	12 Times
2nd Cover	\$4,673	\$4,491	\$4,346	\$4,111
3rd Cover	\$4,673	\$4,491	\$4,346	\$4,111
4th Cover	\$5,438	\$5,221	\$5,057	\$4,785
Full Page	\$3,962	\$3,781	\$3,662	\$3,465
2/3 Page	\$2,955	\$2,836	\$2,750	\$2,608
1/2 Page	\$2,363	\$2,267	\$2,197	\$2,079

Black/White	1Time	3 Times	6 Times	12 Times
Full Page	\$3,000	\$2,879	\$2,790	\$2,639
2/3 Page	\$2,250	\$2,161	\$2,093	\$1,981
1/2 Page	\$1,800	\$1,728	\$1,675	\$1,584

Rates valid through 12/31/05

PAYMENT:

Charges: Ad Space \$ _____

Preferred Position (Add 15%) \$ _____
If applicable

Agency Discount (15%) \$ _____
Recognized Ad Agencies only

Total Due \$ _____

Method of Payment (payment must be included with order)

- Check (make payable to PDV Foundation Inc.)
- VISA MasterCard

Name of Cardholder _____

Card Number _____ Expiration Date _____

Signature _____ Date _____

Mail or FAX to address above

MECHANICAL REQUIREMENTS

Dimensions	Width	x	Height
Trim	8-3/8	x	10-7/8
Full Page bleed	8-5/8	x	11-1/8
Full Page non-bleed	7-1/4	x	9-7/8
2/3 Page Horizontal	7-1/4	x	6-1/2
2/3 Page Vertical	4-3/4	x	9-7/8
1/2 Page Horizontal	7-1/4	x	4-3/4
1/2 Page Vertical	3-1/2	x	9-7/8

Bleeds

Bleeds are available for full page advertising only.

Printing

Web with saddle-stitched binding.

Preferred Materials

PDF format on a CD-Rom or delivered electronically.

E-mail delivery acceptable, fax hard copy for reference. Use self-extracting format for transmission.

Software and File Formats

Quark XPress (Macintosh or PC), Adobe Illustrator, Adobe Photoshop, Adobe Indesign. EPS, TIFF, JPEG, PDF. Include all artwork, fonts, and linked scans. Printer is not responsible for errors in output due to incorrect file preparation or incorrect file compression. Client will incur extra charges if necessary to ready files for printing.

Resolution

All images (grayscale and color) 300 dpi at 100%. Scanned B&W line art minimum resolution of 900 dpi. 1200 dpi is preferred.

Proofs

A color proof to be used as a control copy on press is recommended with all color ads.

Color

Color builds should be saved in CMYK format. Contact us before using PMS/matched colors.

Editorial Content

2005 Issues:	Public Health	Vol I Issue 1
	Rural	Vol I Issue 2
2006 Issues:	Youth	Vol II Issue 1
	Aging	Vol II Issue 2
	Women	Vol II Issue 3
	Risk	Vol II Issue 4
	Men	Vol II Issue 5
	Survivors	Vol II Issue 6
2007 Issues:	Gatekeepers	Vol III Issue 1
	Diverse Cultures	Vol III Issue 2

Questions and Delivery of Materials

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