

2012 Program Advertising Contract

Advertising in the 2012 NJASLA Annual Meeting Program will reach an audience of more than 600 Landscape Architects and allied professionals.

Ad Specifications:

Black and white advertising only. No bleeds. All ads should be sent in electronic format prepared a minimum of 300dpi. Acceptable file types: pdf (*preferred*), jpeg, tiff, & eps format.

Material should be sent to, Kelly Biddle at kbiddle@njpsi.com. Questions regarding ad rates or specifications, please call Kelly at 609-393-7500 X1109.

Advertising rates are not commissionable or discounted.

Advertising Order Form:

Yes, my company would like to advertise in the on-site program. Please indicate ad size:

Premium Ad Space

(position guaranteed - please call for availability)

Refer to ad sizes on back of sheet.

- Full Page, first half of book: \$250
- Full Page, Center Spread left: \$300
- Full Page, Center Spread right: \$300
- Full Page, Inside Back Cover: \$325

Regular Ad Space

(no position guaranteed)

Refer to ad sizes on back of sheet.

- Full Page: \$200
- Half Page Vertical: \$125
- Half Page Horizontal: \$125
- Quarter Page: \$90

Ad Deadlines:

Order, payment and ad/copy art due: December 20, 2011.

Terms and Conditions:

Payment in full must be received by December 20, 2011. This advertising order is voidable only upon written notification received on or before December 20, 2011.

Contract Information

Company Name (*as it should appear in print*): _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax Number: _____

Email Address: _____ Company Contact Person: _____

Products/Services Your Company Sells: _____

Payment Information

Check enclosed for payment in the amount of \$ _____

Please bill my Visa MasterCard Amount \$ _____

Card #: _____ Exp. Date: _____

Credit Card Billing Address: _____

Cardholder's name: _____

Authorized Cardholder's Signature: _____

Make your check payable to NJASLA. Send to NJASLA, 414 River View Plaza, Trenton, New Jersey 08611-3420.

*You may fax credit card payments to 609-393-9891. **Payment is due with registration form.***

FOR OFFICE USE ONLY

IMIS Entry _____ CC Processed _____ Date _____
Amount \$ _____ Check _____ Batch # _____

Ad Configurations

*The ad spaces shown are not actual size: please design all ads to the dimensions indicated.
Dimensions represent the full live space allowed.*

FULL PAGE
7" (W) X 8" (H)

**HALF PAGE
VERTICAL**
3-3/8" (W) X 8" (H)

**HALF PAGE
HORIZONTAL**
7" (W) X 3-7/8" (H)

**QUARTER
PAGE**
3-3/8" (W) X 3-7/8" (H)