

# 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, 2012. This advertising order is voidable only upon written notification received on or before December 20, 2012.

## 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)