



# 2016-2017 Directory of County Resources Advertising Policy/Contract

## What is the Directory of County Resources?

The Directory of County Resources is published annually by the Association of Indiana Counties. It provides an overview by professional service categories of AIC's County Associate programs. The AIC's Associate partners are businesses or organizations that are actively involved with and/or do business with Indiana county government. This directory is provided complimentary to all 92 county auditors, presidents of county commissioners, presidents of county council as well as the AIC Board of Directors. Although AIC does not endorse County Associates, the AIC does encourage interaction and consultation with these Associates as it results in improved delivery of vital county government services to Indiana's citizens. You may view a PDF version of this publication if viewing this contract electronically by [clicking here](#).

## Advertising Rates

Ad Type	Dimensions	Single Insertion
Outside Back (Full Page)	4.0" wide x 7.25" tall	\$1,190
Inside Front/Back (Full Page)	4.0" wide x 7.25" tall	\$1,135
Full Page	4.0" wide x 7.25" tall	\$1,070
Half Page	4.0" wide x 3.0" tall	\$630

## DEADLINE TO RECEIVE AD & CONTRACT: Friday, October 7, 2016

**SPECIFICATIONS** - DIGITAL FILE: AIC accepts ads created only in Indesign, QuarkXpress, Illustrator, & Freehand. Please be sure original version is created with a 300 dpi resolution; Save a second version as a 300 dpi PDF for AIC. Additional fees will be applied if ad is submitted in unacceptable formats, program type and/or if re-sizing or altering of ad is necessary. The additional fee would include the hourly rate charged to the AIC by its printing partner. If you are unable to meet the above criteria, the AIC's design services vendor can provide ad design for a nominal fee. Contact Alicia Ramer at (317) 829-3659 or at [aramer@indianacounties.org](mailto:aramer@indianacounties.org) for more information.

**TERMS:** All accounts will be invoiced upon receipt of this contract. Payment is due within 30 days. All accounts are considered "past due" over 30 days of invoice date. The advertiser will be held jointly and severally liable for past due accounts. In the event of nonpayment, Association of Indiana Counties, Inc. is entitled to any court costs, attorney's fees, or other costs which may result from said nonpayment.

**AGREEMENT:** Please note that advertising space is limited and available on a first come, first served basis. Advertising rates are subject to change without notice. The publisher reserves the right to reject or cancel any advertising that does not follow publication standards. Advertisers and their advertising agencies will assume liability for all contents, including text, representation and illustrations of advertising printed, and also will assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to place the word "advertisement" with any ad which, in the publisher's opinion, resembles editorial matter. All advertising insertion orders and contracts are subject to the approval of the publisher. Omission of insertion or error in insertion shall not constitute a breach of this contract; however, omission or substantial error shall entitle advertiser/agency to a prorated discount. A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provision hereof. **CANCELLATIONS:** Must be received in writing by the publisher on or before deadline. No cancellations will be accepted after closing date. Publisher reserves the right to change unused space or repeat the previous year's advertisement if acceptable material is not received by due date.

## Payment Information

Date \_\_\_\_\_

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Amount of Payment: \_\_\_\_\_ Ad Type Chosen: \_\_\_\_\_

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

INVOICE

PAYMENT ENCLOSED

ASSOCIATION OF INDIANA COUNTIES, INC.

101 West Ohio Street, Suite 1575 Indianapolis, IN 46204

Phone: (317) 829-3659 Fax: (317) 684-3713

[www.indianacounties.org](http://www.indianacounties.org) [aramer@indianacounties.org](mailto:aramer@indianacounties.org)

\*All inquiries should be directed to Alicia Ramer at the phone or email above.