



Indiana News 92 Magazine

Advertising Contract for 2018

Indiana News 92 is the official bi-monthly magazine of the Association of Indiana Counties (AIC). The advertising rates listed below are for placement in all 6 issues for 2016; single issue rates available on case by case basis and are double the regular rate. *Indiana News 92* is mailed to more than 2,600 subscribers, including elected and appointed county officials and county employees in Indiana's 92 counties, AIC Alumni, AIC County Associates, state and national legislators, state agencies, media, state and national associations, businesses, universities, and media. For more information about the AIC, please visit us on-line at www.IndianaCounties.org. You may view a PDF version of this publication if viewing this contract electronically by [clicking here](#).

Advertiser/Company Name: _____ Contact Name: _____

Phone: _____ Fax: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Advertising Agency Name (if applicable): _____ Contact Name: _____

Phone: _____ Fax: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Deadlines:

Advertising contract and ad due by **Friday, January 26, 2018**. If ad is to be changed per issue, new art work should be submitted to the AIC by the following dates: January 26 for January/February issue; March 9 for March/April issue; May 11 for May/June issue; July 13 for July/August issue; September 14 for September/October issue; November 9 for November/December issue.

Rates (agency commission not included):

4-COLOR ADS

| | Rate (for 1 year - 6 insertions) | Dimensions of Image Area |
|---|----------------------------------|--------------------------|
| _____ Cover - Full Page, Outside Back, Four Color | \$4,320 | 8.5" wide X 11" high |
| _____ Cover - Full Page, Inside Front, Four Color | \$3,690 | 8.5" wide X 11" high |
| _____ Cover - Full Page, Inside Back, Four Color | \$3,610 | 8.5" wide X 11" high |

2-COLOR ADS*

| | Rate (for 1 year - 6 insertions) | Dimensions of Image Area |
|------------------------|----------------------------------|--------------------------|
| _____ Full Page | \$3,010 | 8.5" wide X 11" high |
| _____ One-Third Page | \$2,130 | 3.75" wide X 9" high |
| _____ One-Sixth Page | \$1,400 | 3.75" wide X 3.5" high |
| _____ Business Card Ad | \$820 | 2.5" wide X 2" high |

(*2-color ads will be printed in Pantone 201 & black; ad must be color separated for Pantone 201 accents, OR, the ad will be printed in black & white.)

Ad Instructions:

AIC WILL NOT accept ads created in Microsoft Word or Microsoft Publisher. Ads that have to be recreated by AIC will be subject to an up-charge of no less than \$50 (upcharge depends on design time). AIC WILL accept 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 Jacque Clements at (317) 829-3655 or at jclements@indianacounties.org for more information.

Electronic Ad & a paper sample enclosed on CD / or mailed later if contract is received by AIC via fax or email.

Electronic Ad to be emailed to kavery@indianacounties.org.

If you do not receive verification that Jacque Clements received your ad via email at jclements@indianaounties.org please call her at (317) 829-3655.

Send Materials To:

Association of Indiana Counties, Inc. (AIC)
Attention: Jacque Clements
101 West Ohio Street, Suite 1575
Indianapolis, Indiana 46204
(317) 829-3655 / Fax: (317) 684-3713
E-mail: jclements@indianacounties.org

Contract Agreement: Advertising space is limited and available on a first come, first served basis. Advertising rates are subject to change without notice. AIC reserves the right to reject any advertising for any reason deemed appropriate. AIC reserves the right to determine the placement/location of ads. 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.

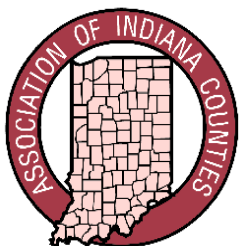
Payment Terms: AIC will not mark up rates to include any ad agency commissions. AIC will not be responsible for collecting commissions for ad agencies. All companies will be invoiced upon receipt of this contract unless other arrangements are agreed to by the AIC. Payment is due within 30 days. All accounts 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 non-payment, Association of Indiana Counties, Inc., is entitled to any court costs, attorney's fees, or other costs which may result from said non-payment.

Cancellations: Must be received in writing by the publisher on or before the deadline. No cancellations will be accepted after the closing date of Friday, January 26, 2018. Publisher reserves the right to change unused space or repeat the previous advertisement if acceptable material is not received by due date.

Signed: _____ **Date:** _____

Total Amount of Ad: \$ _____

_____ Payment Enclosed _____ Invoice to Advertiser _____ Invoice to Ad Agency



Thank you for your support of the Association of Indiana Counties (AIC)! Please contact me at 317-829-3659 or at aramer@indianacounties.org, if I can be of assistance to you! Please continue to visit AIC's website throughout the year at www.IndianaCounties.org!