



2021 Annual Conference Program Advertising Policy/Contract

ASSOCIATION OF INDIANA COUNTIES, INC.
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What is the Annual Conference Program?

This program is published annually as a glossy program containing about 50 pages of content designed to guide over 700 conference attendees throughout AIC's four-day event. The AIC Annual Conference is the largest gathering of county officials in the state! The 2021 Annual Conference will be held September 20-23, 2021 at the **Belterra Resort in Switzerland County**. All advertising inquiries should be directed to Pam Coleman at (317) 829-3659 or pcoleman@indianacounties.org

ADVERTISING RATES

<u>Ad Type</u>	<u>Dimensions</u>	<u>Single Insertion</u>
Full Page (Outside Back)	3 1/4" wide x 8 1/2" tall	\$1555
Full Page (Inside Front or Inside Back)	3 1/4" wide x 8 1/2" tall	\$1425
Full Page	3 1/4" wide x 8 1/2" tall	\$1040
Half Page	3 1/4" wide x 4" tall	\$ 725

DEADLINE TO RECEIVE AD & CONTRACT: Monday, July 12, 2021

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 **Pam Coleman at (317) 829-3659 or at pcoleman@indianacounties.org** for more information. **PAYMENT 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 pro-rated 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

For Office Use Only

Date Payment Received _____ Ad Received Y N Date Ad Received _____