



Indiana News 92 Magazine

Advertising Contract for 2022

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 2022; 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 our Web site at www.IndianaCounties.org.

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 **Tuesday, January 18, 2022**. If ad is to be changed per issue, new art work should be submitted to the AIC by the following dates: January 18 for January/February issue; March 15 for March/April issue; May 17 for May/June issue; July 19 for July/August issue; September 24 for September/October issue; November 15 for November/December issue.

Rates (agency commission not included):

4-COLOR ADS – These are sold for 2022	Rate (for 1 year - 6 insertions)	Dimensions of Image Area
_____ Cover - Full Page, Outside Back, Four Color	\$4,450	8.5" wide X 11" high
_____ Cover - Full Page, Inside Front, Four Color	\$3,800	8.5" wide X 11" high
_____ Cover - Full Page, Inside Back, Four Color	\$3,725	8.5" wide X 11" high
2-COLOR ADS*	Rate (for 1 year - 6 insertions)	Dimensions of Image Area
_____ Full Page	\$3,100	8.5" wide X 11" high
_____ One-Third Page	\$2,195	3.75" wide X 9" high
_____ One-Sixth Page	\$1,450	3.75" wide X 3.5" high
_____ Business Card Ad	\$850	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 must be recreated by AIC will be subject to an up-charge of no less than \$50 (upcharge depends on design time. 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 Elizabeth Mallers at (317) 829-3656 or emallers@indianacounties.org if you have any questions.

_____ **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 Elizabeth Mallers (emallers@indianacounties.org).**

If you do not receive verification that Pam Coleman received your ad via email at pcoleman@indianaounties.org please call her at (317) 829-3659.

Send Materials To:

Association of Indiana Counties, Inc. (AIC)
Attention: Pam Coleman
101 West Ohio Street, Suite 1575
Indianapolis, Indiana 46204
(317) 829-3659
E-mail: pcoleman@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 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 markup 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 Tuesday, January 18, 2022. Publisher reserves the right to change unused space or repeat the previous advertisement if acceptable material is not received by due date.

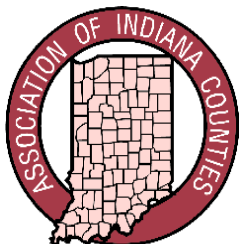
Signed: _____ **Date:** _____

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 pcoleman@indianacounties.org, if I can be of assistance to you! Please continue to visit AIC's Web site throughout the year at www.IndianaCounties.org!