

APPLICATOR

SEALANT WATERPROOFING & RESTORATION INSTITUTE

2010 ADVERTISING INSERTION ORDER

This form authorizes you to insert our advertisement in *Applicator* magazine

Please refer to **Applicator 2010 Ad Rates card** for information about advertising costs, closing dates and design specifications.

Please note: All artwork for contracted advertising space is due by the **Materials Due** deadline outlined on the **2010 Ad Rates Form**, unless an extended deadline is agreed to by *Applicator* representatives in writing. All artwork not submitted by the agreed upon deadline will be billed at the contracted rate plus an additional 20 percent production charge.



Applicator

Attention: Bryon Bowman
400 Admiral Blvd.
Kansas City, MO 64106
USA

Phone: 816.595.4838

Fax: 816.472.7765

E-mail: bryon@robstan.com

FTP: www.robstan.com/filedrop.asp

Authorization and Indemnification

All ads accepted or published in *Applicator* assume that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and save the publisher harmless from and against any loss or expense resulting from the claims or suits based upon the content of ads – including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement – including any and all costs associated with defending against such claims. Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date. All terms and conditions of advertising listed on *Applicator's* rate card are accepted.

Company

COMPANY NAME	
ADDRESS	
CITY/STATE/ZIP	
PHONE	FAX
CONTACT PERSON	TITLE
E-MAIL	INTERNET

Advertising Agency

ADVERTISING AGENCY NAME	
ADDRESS	
CITY/STATE/ZIP	
PHONE	FAX
CONTACT PERSON	TITLE
E-MAIL	INTERNET

Advertisement Specifications

Frequency (check one) <input type="checkbox"/> 1X <input type="checkbox"/> 2X <input type="checkbox"/> 3X <input type="checkbox"/> 4X	Rate (per insertion) Each Regular Magazine Issue @ \$ _____ Advertisers who fail to comply with frequency contracts will incur short rate charges.
Ad Size (check one) <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Vertical <input type="checkbox"/> Full Page with Bleed <input type="checkbox"/> 1/3 Horizontal <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> 1/3 Vertical	Issue (check all that apply) Spring <input type="checkbox"/> 2010 Summer <input type="checkbox"/> 2010 Fall <input type="checkbox"/> 2010 Winter <input type="checkbox"/> 2010

Cover and Premium Positions

Special Position

Inside Front Cover Inside Front Cover - Right hand Read Back Cover Inside Back Cover
 Insert Middle Spread

Artwork

Digital artwork sent on PC disk (Adobe InDesign, PDF, TIFF, or EPS only. *See artwork specifications for more details.*)
 Digital artwork uploaded via the file drop, www.robstan.com/filedrop.asp
 Design from enclosed sketch (additional production charges will apply)
 Reprint from earlier *Applicator* (Issue _____ Page _____)

Accepted and Agreed to By:

Signature (required) _____

Agent for (advertiser/agency) _____ Date _____

Payment Information

Please bill me: Visa MasterCard American Express Please bill me

Name on card _____

Account number _____

Expiration date _____

Amount _____

Authorized signature _____

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2010 AD RATES & SIZES

Guaranteed Position: 15% extra Advertising Agencies please add 15% Advertising Inserts: Rates on request

- The PDF is currently the best format for camera ready ads. Ads can be accepted created in Adobe InDesign or Adobe Illustrator.
- PDF and Adobe Illustrator ads must have all fonts embedded in the file or have all text turned to outlines.
- Adobe InDesign files must be accompanied by two separate folders, one for fonts and one for images, containing all files used in the ad.
- All images must be converted to CMYK. If the images are embedded in a PDF, they must be converted to CMYK before the PDF is created.
- All images must be 300 dpi. The publisher assumes no responsibility for images provided at less than 300 dpi.
- Please include a laser proof for reference. This proof will be used as the final proof for the ad, unless otherwise specified. Color ads should include a color proof. The publisher assumes no responsibility for ads where no proof has been provided.
- DO NOT USE PICTURES FROM A WEBSITE, unless the website explicitly states that these images are intended for use in print.

Advertising Rates	Size	Rate	Cover & Premium	Rate
	Full Page	\$1250	Back Cover	\$1650
	Full Page with Bleed	\$1250	Inside Front Cover	\$1550
	1/2 Horizontal	\$950	Inside Back Cover	\$1550
	1/2 Vertical	\$950	Inside Front Cover - RH	\$1550
	1/3 Horizontal	\$750	Middle Spread	\$2250
	1/3 Vertical	\$750	Inserts	\$1750

Print Issuance and Closing Dates	Publication Dates	
	Spring 2010	Fall 2010
	Space Reservation Deadline: Jan 25 Material Close: Jan 29 In Mail: Feb 19	Space Reservation Deadline: July 26 Material Close: July 30 In Mail: Aug 20
	Summer 2010	Winter 2010
	Space Reservation Deadline: April 26 Material Close: April 30 In Mail: May 21	Space Reservation Deadline: Oct 25 Material Close: Oct 29 In Mail: Nov 19

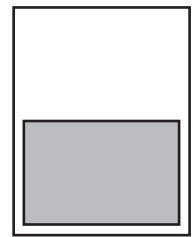
Advertising Sizes	Sizes	Width	Height
	Full Page	7 1/2"	10"
	Full Page with Bleed	8 3/4"	11 1/4"
	1/2 Horizontal	7 1/2"	5"
	1/2 Vertical	4 7/8"	7"
	1/3 Horizontal	7 1/2"	3 1/2"
	1/3 Vertical	2 3/8"	10"



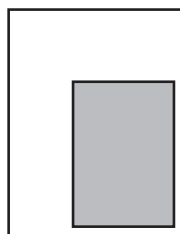
Full Page



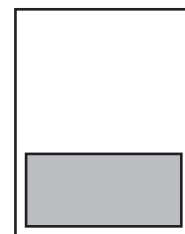
Full Page (w/ bleed)



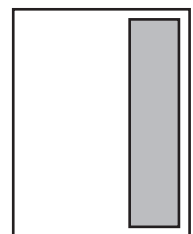
1/2 Horizontal



1/2 Vertical



1/3 Horizontal



1/3 Vertical

Advertisement Design

Design Charges - \$75 an hour with a minimum of 2 hour charge. Please call us for a quote to design your advertisement at 800.875.4922.

Digital Services - Interested in having a digital catalog or publication? Call us! We can help!



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