

Arms Control TODAY

2015-16 Magazine Advertising Contract

Company/Organization: _____		
Contact Name: _____	Title: _____	
Address: _____		
City, State/Province, Zip: _____	Country: _____	
Phone: _____	Fax: _____	Email: _____

Agreement is made this _____ day of _____, 20____, by and between the Arms Control Association and for the purchase of advertising space in the Arms Control Association's monthly publication entitled *Arms Control Today (ACT)*. As the authorized representative of the advertiser, I hereby agree on its behalf to purchase advertising in *ACT* in accordance with the terms specified below. It is hereby agreed between the parties as follows:

1) The advertisement is to be published in accordance with the following specifications:

COLOR (please check):

B/W (with optional publisher's spot color) Four color (available on inside front/back and back covers. Interior space subject to availability)

SIZE (please check):

Inside front/back cover (8½" x 11") Full page bleed (8½" x 11") Full page (7½" x 10") Back cover (8½" x 9½")
2/3 page vertical (4½" x 9¾") 1/2 page horizontal (7" x 4¾") 1/3 page vertical (2¼" x 9¾") 1/4 page (3½" x 4½")

Advertisements submitted to *ACT* should be high resolution (300 dpi) PDF or TIFF format, unless a separate agreement has been reached. If *Arms Control Today* designs an ad, clients should provide thumbnails of suggested layout, exact text and all artwork and/or photography. Please include an added 1/4" bleed for all ads.

2) The advertisement is to be inserted in the following issue(s), for a total of _____ insertions (please check):

2015:	Jan/Feb	Mar	Apr	May	Jun	Jul/Aug	Sep	Oct	Nov	Dec
2016:	Jan/Feb	Mar	Apr	May	Jun	Jul/Aug	Sep	Oct	Nov	Dec

3) Rates:

Back Cover: \$600 (4-color) • Inside Back/Front Cover: \$500 (4-color) • Full Page after Features: \$450 • Full Page b/w: \$400
2/3 Page: \$300 • 1/2 Page: \$250 • 1/3 Page: \$200 • 1/4 Page: \$175 • Online Job Post (30 days) - Standard: \$100 / Nonprofit: \$75

Annual Frequency Rates: Multiple-month advertisements qualify for substantial discounts, please call for current rates. Nonprofits receive a 10% discount in addition to any other applicable discounts. Periodic promotional discounts are also available. The publisher reserves the right to accept or deny placement in a particular issue for frequently run ads. Contract holders will be given reasonable notice of any increase in rates and the opportunity to cancel contracts at the time the rate change becomes effective.

4) Advertiser will pay to ACT a total of \$ _____, to be invoiced at \$ _____ after each insertion. Advertiser will remit payment within 30 days of the invoice date. Advertisers will receive a tear sheet of their advertisement. Advertising materials are returned with a copy of the invoice upon request.

5) All advertisements are subject to the approval of the publisher. Orders specifying ad position (other than covers) will be honored whenever possible, but will not be binding, unless special position is reserved by contract at special position (such as first page after features) rates. Four color cover ad space is often booked months in advance. Please call to determine availability. Multiple page four color advertising supplements must be reserved in four-page increments and do not qualify for discounted rates. The publisher is not responsible for the content of the advertisements. The advertiser and its agency indemnify the publisher from any suits or claims on the contents of its advertising. No cancellations can be accepted after the published closing date. Special placement and multiple page ad reservations cannot be cancelled. Without material or instructions we reserve the right to repeat the contract advertiser's latest ad of the same size.

Signature: _____ Date: _____