

Arms Control TODAY

2023 Magazine Advertising Insertion Order

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 the covers. Interior space subject to availability.)

SIZE (please check):

Inside front/back cover (8½" x 11") Full page bleed (8¾" x 11¼") Full page, non-bleed (8" x 10½") Back cover (8½" x 8¾")
 2/3 page vertical (4½" x 9¹¹/₁₆") 1/2 page horizontal (7" x 4¾") 1/3 page vertical (2¼" x 9¹¹/₁₆") 1/4 page (3½" x 4½")

Advertisements submitted to *ACT* should be high resolution (300 dpi) PDF format, unless a separate agreement has been reached. Please include 1/8" bleeds for all ads. If *Arms Control Today* designs an ad, clients should provide thumbnails of suggested layout, exact text and all artwork and/or photography.

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

2023: 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

Comments: _____

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: _____