

Building Products CONNECTION

Advertising Insertion Order and Contract

All ads must be submitted digitally. All color ads must be in CMYK format. Acceptable digital formats (Mac or PC) include Quark XPress, Adobe Illustrator, Adobe Photoshop, and Press Quality PDF. Please include all support files and fonts.

I. CONTACT INFORMATION (Please bill ___ company or ___ agency)

Company: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Contact: _____
e-mail address: _____

Agency/Designer: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Contact: _____
e-mail address: _____

II. ISSUE (Check all that apply)

- April/May/June (10) Spring Issue**
Focus: Ag Buildings & Decking
Reserve Space by March 17, 2010
Ad Materials due by March 24, 2010
- July/August/September (10) Summer Issue**
Focus: Windows, Doors & Hardware Innovations
Reserve Space by June 21, 2010
Ad Materials due by June 28, 2010
- October/November (10)**
Focus: Kitchens & Baths
Reserve Space by August 20, 2010
Ad Materials due by August 27, 2010
- December (10)/January (11) WRLA Pre-Convention**
SHOW PROGRAM Expo Pre-Convention
(also distributed at Expo)
Reserve Space by October 22, 2010
Ad Materials due by October 29, 2010
- February/March (11) Iowa & Nebraska Pre-Convention**
SHOW PROGRAMS (also distributed at shows)
Reserve Space by December 18, 2010
Ad Materials due by December 29, 2010

III. AD SIZE (w" x h")

- Full Page Bleed (8 3/4" x 11 1/4")
(Trim Size 8 1/2" x 11")
- Full Page Non-Bleed (7 1/2" x 10")
- 2/3 Page Vertical (4 3/4" x 10")
- 1/2 Page Horizontal (7 1/2" x 4 7/8")
- 1/2 Page Vertical (4 3/4" x 7 1/2")
- 1/3 Page Vertical (2 1/4" x 10")
- 1/3 Page Square (4 3/4" x 4 7/8")
- 1/3 Page Horizontal (7 1/2" x 3 1/2")
- 1/4 Page Square (4 3/4" x 3")
- 1/4 Page Horizontal (7 1/2" x 2 1/2")
- 1/6 Page Vertical (2 1/4" x 4 7/8")
- 1/6 Page Horizontal (4 3/4" x 2 1/2")

IV. MATERIALS

- I am sending new ad materials
- Pick up ad from Dealer Reference Manual & Buyers Guide
- Pick up my ad in the _____ (month/year)
issue of Building Products CONNECTION

V. FREQUENCY: ___1X ___3X ___6X ___6X PRE-PAID

1. I recognize that all insertion orders and materials must be submitted on or before the deadline indicated above. A cancellation of the advertising order must be received in writing, at *Building Products CONNECTION*, before the specified space deadline for that issue. Advertisers canceling a "prepaid" contract will be charged a 10 percent service fee. If the advertiser fails to furnish ad materials by the deadline stated above, the advertiser's previous ad will run. The Publisher reserves the right to repeat a former ad at full rate if the advertiser does not furnish proper advertising materials. If the advertiser has not previously run an ad, the advertiser will be charged for the full cost of the space reserved.
2. I recognize that I will be billed at the rates listed in the kit. I understand that these rates are subject to change, and I will be notified in writing before the issue's closing date. I recognize that all invoices are due upon receipt. Agency discounts are only allowed on invoices paid within 30 days of the invoice date. All advertising will be withheld from companies with NLA invoices older than 60 days. Billing the advertising agency is based upon acceptance by the advertiser for full payment if the agency doesn't pay within 30 days.
3. I recognize that *Building Products CONNECTION* is not responsible for color errors resulting after print, if a matchprint is not provided.
4. The Publisher reserves the right to review and edit copy. The advertiser will be notified of all changes before publication. Acceptance of all advertising is subject to the Publisher's approval. The advertiser will indemnify and protect the Publisher from all loss or expense on claims or suits based upon contents of such advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person's name or photograph.
5. Advertisers are responsible for payment of all agency commissions and fees. This contract is with the advertiser, not the agency, and will supersede dissolution of the agency relationship. Advertisers will be responsible for production charges and/or additional production/pre-press work needed to adequately print the advertisement to meet *Building Products CONNECTION* production standards. (There is no commission on production charges, classified ads or creative services.)
6. Acceptable digital formats: Mac or PC. QuarkXpress, Adobe Illustrator, Adobe PhotoShop or Adobe Acrobat PDF files. Ads of any medium must be accompanied by a hard copy.

I understand the above contract.

Advertiser's Signature: _____ Date: _____

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