



2008 ADVERTISING CONTRACT

Date: _____

Advertiser (company name): _____

Contact: _____ Title: _____

Address: _____ City: _____

State/Province: _____ Country: _____ ZIP/Postal code: _____

Phone: _____ Fax: _____ E-mail: _____

Agency (if applicable): _____

Contact: _____ Title: _____

Address: _____ City: _____

State/Province: _____ Country: _____ ZIP/Postal code: _____

Phone: _____ Fax: _____ E-mail: _____

1. Insertion schedule: January/February 2008 March/April 2008 May/June 2008
(check issues desired) July/August 2008 September/October 2008 November/December 2008

2. Frequency: 1X 3X 6X 12X

3. Space size: Full 2/3 page (v) 1/2 page (h) 1/2 page island (v) 1/3 page (v)
 1/3 square 1/4 page (h) 1/4 page (v)

4. Special placement: Back cover Inside back cover Inside front cover
 Center spread Other: _____

5. Color: Black & White 4-color PMS Color Match: _____
 Black + 1 color—please specify color (will be processed CMYK): _____
 Black + 2 colors—please specify colors (will be processed CMYK): _____

6. Bleed: yes no

7. Special instructions: _____

8. Cost: _____ B&W _____ + position
 _____ 4 color _____ + other
 _____ + bleed
 _____ = TOTAL AMOUNT DUE PER ISSUE (in U.S. Dollars)

9. Billing: Direct to advertiser Through agency listed above
(check one) Payment enclosed (Enclosed is my check for \$_____. I understand that this money is non-refundable and agree to follow all advertising conditions listed on this contract and in the rate card.)

Please charge my: MasterCard VISA American Express
 Card Number _____ Exp. Date _____
 Cardholder's Name _____ Cardholder's Signature _____

10. Cancellation Policy: Cancellations and changes cannot be accepted after closing date.

Authorized signature _____ Date _____

Please sign and return original to: IAEI News
 (please make a copy for your files) PO Box 830848 • Richardson, Texas 75083-0848
 901 Waterfall Way, Ste. 602 • Richardson, Texas 75080-7702
 972-235-1455 • fax 972.235.3855
 email: iaei@iaei.org

FOR OFFICE USE ONLY		
Date rec'd _____	Check no./Amount _____	CC Auth. #: _____

CONTRACT AND COPY RULES

Advertorials

Advertising simulating editorial content must carry the word "advertisement" in 8 point type.

Alterations

An additional charge will be made for typesetting or alterations.

Approval of advertising

All advertising is subject to publisher's approval. Since IAEI does not endorse products, we limit electrical parts and materials ads to those products that have been evaluated and listed by third party independent electrical safety testing laboratories.

Billing

Bills are rendered at the time of publication.

Cancellation dates

Cancellations accepted only prior to closing date. All cancellations must be in writing. Covers and preferred positions are non-cancellable.

Contract Rates

Insertion orders or contracts should specify a definite schedule of insertions, issues, and sizes of space to qualify for a specific rate. A contract year begins with the first ad and extends for 12 months. When ad frequencies set forth in the contract schedule are not completed, the advertiser/agency will be re-billed at the actual rate earned for all advertising during the contract year. In lieu of a signed contract, ads will be billed at open rate.

Financial Responsibility

Advertisers are financially responsible for the account upon agency's failure to pay.

Indemnity

It is understood that the advertiser agrees to indemnify and protect the International Association of Electrical Inspectors from any claims or expense resulting from the unauthorized use of any name, photo, sketch, design or words protected by copyright or registered trademarks, or labels in connection with the advertising referred to in this order.

Publisher copy protective clause

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, or of any sketch, map, labels, trademark or other copyrighted matter) or advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards.

Rate protection policy

Advertisers will be protected at their contract rates for the duration of present contract. Contracts may be cancelled at the time rate changes become effective without incurring short rate adjustment, provided the contract rate has been earned up to the date of cancellation.

Regulations covering acceptance of advertising

As indicated under Contract and Copy regulations appearing in Standard Rate and Data Service (SRDS) Business Publication Edition.

Short rate and rebate information

Rates are based on total number of insertions used within each contract year. When total number of insertions upon which rate is based is not used within six months from date of contract, advertiser or agent agrees to pay short rate bill. If more space than that contracted is used, it is agreed the advertiser or agent shall be given all benefits in prices and discounts earned thereby.

Storage

Negatives or positives will be stored by publisher for 6 months and then destroyed unless otherwise advised by the advertiser or the agency.

Direct Mail List

IAEI membership list may be purchased, upon approval, for a one-time direct mail use. Rates available upon request. For direct mail list only, contact Annette Thomas at 972-235-1455, ext. 38; fax: 972-235-6858; e-mail: athomas@iaei.org



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