



Registry of Interpreters for the Deaf, Inc.

Updated for Spring 2012

Advertisement Rates and Specifications

for **IEWS** quarterly 4 color magazine

Send materials to: advertising@rid.org • Fax materials to 703-838-0454

Contact 703-838-0030 ext. 210

Premium Color Rates

			1x	2x (save 10%)	3x (save 15%)	4x (save 20%)
Center-spread	15.5" x 9.75"	w/Bleeds* 16.5" x 10.75"	\$2888	\$2599 each	\$2454 each	\$2310 each
Back Cover	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	2625	2363 each	2231 each	2100 each
Inside front cover	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	2363	2126 each	2008 each	1890 each
Inside back cover	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	2100	1890 each	1785 each	1680 each

Four-Color Rates

			1x	2x (save 10%)	3x (save 15%)	4x (save 20%)
Full Page	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	\$1838	\$1654 each	\$1561 each	\$1470 each
Two-thirds vertical	4.6" x 9.75"		1575	1418 each	1339 each	1260 each
Half page horizontal	7.25" x 4.875"		1313	1181 each	1115 each	1050 each
Half page vertical	3.542" x 9.75"		1313	1181 each	1115 each	1050 each
One-third	2.3" x 9.75"		1050	945 each	893 each	840 each
Quarter	3.542" x 4.875"		788	709 each	669 each	630 each
Sixth	2.325" x 4.775"		525	473 each	446 each	420 each

Black and White Rates

			1x	2x (save 10%)	3x (save 15%)	4x (save 20%)
Full Page	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	\$1418	\$1276 each	\$1204 each	\$1134 each
Two-thirds vertical	4.6" x 9.75"		1050	945 each	893 each	840 each
Half page horizontal	7.25" x 4.875"		893	803 each	758 each	714 each
Half page vertical	3.542" x 9.75"		893	803 each	758 each	714 each
One-third	2.3" x 9.75"		630	567 each	536 each	504 each
Quarter	3.542" x 4.875"		473	425 each	401 each	378 each
Sixth	2.325" x 4.775"		315	284 each	268 each	252 each

* For ads with bleeds, please extend bleeds 1/8 inch off the edge of the sheet.

Discounts

(only one discount may be used for each advertisement)

- RID organizational members and affiliate chapters receive a 10% discount on advertisements.
- CMP sponsors and affiliate chapters are eligible for a 20% discount on advertisements for workshops providing CEUs.

Additional Charges

- To guarantee specific placement of advertisements, a 20% surcharge will be added to the cost.
- Any advertisements that need to be typeset, a 10% surcharge will be added to the cost.



Registry of Interpreters for the Deaf, Inc.

Updated for Spring 2012

Advertisement Rates and Specifications

for *VIEWS* quarterly 4 color magazine

Send materials to: advertising@rid.org • Fax materials to 703-838-0454

Contact 703-838-0030 ext. 210

SPECIAL OPTIONS

Bind Ins = \$5,250 an issue

Gain added exposure by providing 15,000 cards for RID to bind in an issue of *VIEWS* magazines. All inserts must be approved by RID 30 days prior to the closing date of the inserted issue. E-mail advertising@rid.org for more information.

Magazine Cover Wrap = \$6,300 an issue

Be the first thing our members see when they receive our magazine. Provide us with 15,000 color bands to wrap around the cover of the magazine for added exposure. E-mail advertising@rid.org for more information.

Editorial Calendar

Issue	SPRING 2012	SUMMER 2012	FALL 2012	WINTER 2012
Ad insertion order and materials due	February 15, 2012	May 15, 2012	August 15, 2012	November 15, 2012

Please use the following guidelines before submitting print advertisements:

ACCEPTED:

- Ad sized to proper dimensions
- Mac/PC format (*if Mac format please save with proper file extensions*)
- EPS (*with fonts*), TIFF, JPEG, PDF (*high resolution*), Microsoft Word documents (*sized to proper dimensions*)
- Grayscale or CMYK color files
- Images at least 300 dpi (dots per inch)
- Pixel-based images scaled 100%
- Vector-based images in EPS format
- PostScript fonts (screen and printer)
- Quark 6.0 or earlier documents with fonts/images included separately

NOT ACCEPTED:

- BMP, GIF, AI, or PSD formats
- Images less than 300 dpi (dots per inch)
- Pixel-based images not scaled 100%
- Vector-based images in non-EPS format
- True Type or bitmapped fonts
- Microsoft Publisher, Power Point, Excel
- Adobe PageMaker
- CorelDraw
- Quark 6.0 or earlier documents without fonts/images included separately



Registry of Interpreters for the Deaf, Inc.

Updated for Spring 2012

Advertising Insertion Order

Send materials to: advertising@rid.org • Fax 703-838-0454 • Phone 703-838-0030 ext. 210

ADVERTISER:

Company _____
 Contact Name _____
 Address _____
 City _____
 State/Zip _____
 E-mail _____
 Phone _____
 Fax _____

BILLING: [same as advertiser]

Company _____
 Contact Name _____
 Address _____
 City _____
 State/Zip _____
 E-mail _____
 Phone _____
 Fax _____

ADVERTISING INFORMATION:

<u>Type of Ad</u>	<u>Cost</u>	<u>Special Options</u>	<u>Cost</u>
<input type="checkbox"/> Full Page	<input type="checkbox"/> BW <input type="checkbox"/> Color _____	<input type="checkbox"/> Bind Ins	_____
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> BW <input type="checkbox"/> Color _____	<input type="checkbox"/> Magazine Cover Wrap	_____
<input type="checkbox"/> 1/2 Page-Horizontal	<input type="checkbox"/> BW <input type="checkbox"/> Color _____	<u>Premium Color Ad</u>	
<input type="checkbox"/> 1/2 Page-Vertical	<input type="checkbox"/> BW <input type="checkbox"/> Color _____	<input type="checkbox"/> Center Spread	_____
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> BW <input type="checkbox"/> Color _____	<input type="checkbox"/> Inside Front Cover	_____
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> BW <input type="checkbox"/> Color _____	<input type="checkbox"/> Inside Back Cover	_____
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/> BW <input type="checkbox"/> Color _____	<input type="checkbox"/> Back Cover	_____

Insertion Schedule

Spring 2012 Summer 2012 Fall 2012 Winter 2012 _____ x number of insertions

EMPLOYMENT AD for the WEB - 30 day run

	<u>Cost</u>		<u>Cost</u>
For-profit <input type="checkbox"/> Member <input type="checkbox"/> Non-Member	_____	Non-profit <input type="checkbox"/> Member <input type="checkbox"/> Non-Member	_____
Individuals <input type="checkbox"/> Member <input type="checkbox"/> Non-Member	_____		

*For Guaranteed Placement please indicate placement of ad:

Subtotal _____
Discount _____
Typesetting _____
***Guaranteed Placement** _____
GRAND TOTAL _____

PAYMENT METHOD

Send Invoice Purchase Order Number: _____
 Mastercard Visa Card Number: _____
 Expiration Date: _____ Name on Card: _____

Advertising Policy: All advertising copy is subject to the publisher's approval. RID reserves the right to reject advertisements for any reason at any time. RID is not liable if an advertisement is omitted for any reason. Publication of an advertisement does not constitute endorsement or approval of the contents of books or other publications, points of view, standards of services, or opinions presented therein, nor does RID guarantee the accuracy of information given. Because RID is committed to non-discriminatory personnel practices, advertisers in RID publications must affirm that they are equal-opportunity employers.

Authorized Signature _____ Date _____

Send materials to: advertising@rid.org • Fax 703-838-0454 • Contact 703-838-0030 ext. 210
333 Commerce Street, Alexandria, VA 22314