



# The Prevention Researcher Media Kit 2012



*Print & Digital*





## *➤* About *The Prevention Researcher*

### **Mission**

*The Prevention Researcher* is dedicated to supporting youth and families by providing relevant and practical research that leads to successful adolescent development and positive transitions to adulthood.

### **Market Served**

Readers of *The Prevention Researcher* are professionals who need to stay current on issues related to adolescent behavior and development, including social workers, school counselors, family therapists, school nurses, juvenile justice professionals, psychologists and counselors, school administrators, treatment program managers, and other professionals who work with adolescents or in youth-serving organizations.

### **Circulation**

30,000 (paid + controlled)

### **Frequency**

Quarterly (Feb., April, Sept., Nov.) + Resource Issue (December)

### **Content**

Acting as a bridge between researchers and practitioners, *The Prevention Researcher* provides articles written by today's top researchers but with a practical focus. To achieve this goal, the quarterly journal is guided by an Editorial Board consisting of researchers and academics who guide the scientific content of the journal and an Advisory Board of youth-serving professionals who guide the practicality of our articles and issues.

### **Subscription Rates**

\$42 individual (print and digital editions), \$32 individual (digital edition only) - U.S., annually.

### **Website**

[www.TPRonline.org](http://www.TPRonline.org)  
[info@TPRonline.org](mailto:info@TPRonline.org)

### **Publisher**

Integrated Research Services, Inc.  
66 Club Road, Suite 370, Eugene, OR 97401  
Phone (541) 683-9278 / Fax (541) 683-2621





## **Readership**

Readers of *The Prevention Researcher* are professionals who need to stay current on issues related to adolescent behavior and development:

- |                          |                                       |                              |                         |
|--------------------------|---------------------------------------|------------------------------|-------------------------|
| <b>Social Workers</b>    | <b>Psychologists &amp; Counselors</b> | <b>Family Therapists</b>     | <b>School Nurses</b>    |
| <b>School Counselors</b> | <b>Juvenile Justice Professionals</b> | <b>School Administrators</b> | <b>Program Managers</b> |
| <b>Teachers</b>          | <b>Prevention Coordinators</b>        | <b>Guidance Supervisors</b>  | <b>Agency Directors</b> |

Plus other professionals who work with adolescents or in youth-serving organizations.

Our readers work in many different settings including:

- |                                    |                                   |   |                               |
|------------------------------------|-----------------------------------|---|-------------------------------|
| <b>Youth Agencies</b>              | <b>Junior/Senior High Schools</b> | <b>Middle Schools</b>                         | <b>Health Services</b>        |
| <b>Private Practices</b>           | <b>Counseling Services</b>        | <b>Transition Programs</b>                    | <b>Government Agencies</b>    |
| <b>Colleges &amp; Universities</b> | <b>Youth Advocacy Centers</b>     | <b>Mentoring Centers</b>                      | <b>Mental Health Services</b> |
| <b>Family Resource Centers</b>     | <b>Boys and Girls Clubs</b>       | <b>Abuse Prevention and Treatment Centers</b> |                               |
| <b>Medical Centers</b>             | <b>Juvenile Justice Centers</b>   | <b>State and County Human Services Depts.</b> |                               |

And many other organizations serving adolescents and their families.





## **✎ Editorial Calendar – 2012**

### **February**

***Teenage Prescription Drug Abuse***

**Print Advertising Deadline:** Nov. 9, 2011

**Digital Edition Ad Deadline:** Jan. 3, 2012

### **April**

***Adolescent Self-Esteem***

**Print Advertising Deadline:** Feb. 13, 2012

**Digital Edition Ad Deadline:** March 16, 2012

### **September**

***Bullying Among Teens***

**Print Advertising Deadline:** June 15, 2012

**Digital Edition Ad Deadline:** Aug. 1, 2012

### **November**

***Depression in Adolescents***

**Print Advertising Deadline:** Aug. 27, 2012

**Digital Edition Ad Deadline:** Oct. 15, 2012

### **December (Resource Issue Supplement)**

***Supporting Youth in Drug  
Treatment and Recovery***

**Print Advertising Deadline:** Sept. 25, 2012

**Digital Edition Ad Deadline:** Nov. 7, 2012





## Display Advertising Rates - 2012

### Four-Color\*

Size	1x	2x	3x	4x
Back Cover	\$1350	\$1210	\$1075	\$1000
Full Page (IFC & IBC)	\$1120	\$1010	\$ 895	\$ 850
1/2 Page	\$ 730	\$ 660	\$ 585	\$ 550

\* Subtract \$95 for B & W rates.

**BONUS AD:** Advertisers contracted for two or more ads during the year will receive an additional ad of the same size at **no charge** in the *Resource Issue Supplement* published in December (space available basis per date of contract). The Supplement is a 5<sup>th</sup> issue distributed in print to paid subscribers and in a digital edition online. It includes articles, interviews, book/website reviews, and a subject index to articles previously published in *The Prevention Researcher*.

## Website Advertising Rates

### Home Page

#### Podcast Sponsor

Annual sponsorship of *The Prevention Researcher* Podcasts: \$1000

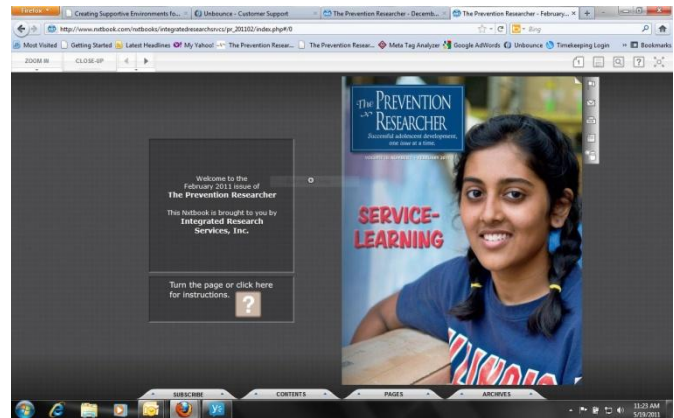
(Includes name/logo on our website home page -- 240 x 60px – and a headline listing on the podcast page along with an audio “sponsored by” lead-in for each of five programs produced during the year).





## 🌀 Digital Edition – Rich Media Options & 2012 Rates

The digital edition of *The Prevention Researcher* offers subscribers anytime, anywhere access to articles in current and previous issues of the journal. For journal advertisers, it extends the reach of your message beyond the print circulation. In fact, going digital opens up a new audience altogether. The digital edition is emailed to subscribers and other qualified individuals as well as posted on our website for a free preview by all visitors to our site.

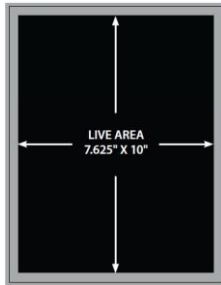


[Click to View Rich Media Samples](#)

<b><u>Rich Media Options</u></b>	<b><u>Description</u></b>	<b><u>Rates</u></b>
Digital Edition Sponsorship (3 Ad Positions)	Full-page ad appears opposite front cover page, plus your linked logo appears at the top right and left of toolbar.	\$ 1495
Archive Issue Sponsorship	Same 3 ad positions as above for themed back issues archived on the digital editions.	\$ 975
Sponsorship Positions	Ads on left and right sides of issue (each).	\$ 750
Video	Video featured within your ad (video clip supplied by advertiser).	\$ 525
Audio	Audio message within your ad (audio clip supplied by advertiser).	\$ 375
Ad-Jolt	Animates static ads with 3 movements.	\$ 375
Belly Bands & Gatefolds	Elements to attract attention to your ad.	\$ 295
Blow-In Cards	Attention-getting insert anywhere in the issue.	\$ 295
Lead-Gen	Pop-up box gathers hot leads that are emailed directly to you for follow-up.	\$ 295
Feedback Tools	Surveys, forms, and website in page for data gathering.	\$ 295



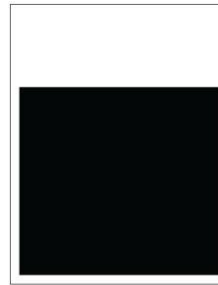
## Advertising Dimensions & Materials Specifications



**Full Page – Bleed:**  
 Trim Size: 8.375" x 10.75"  
 Final Ad Size: 8.625" x 11"



**Full Page – No bleed**  
 Ad Size: 7.625" x 10"



**Back Cover – No Bleed**  
 Ad Size: 7.625" x 7.1875"



**1/2 page – No Bleed**  
 Ad Size: 7.625" x 4.75"

### Bleeds

Bleeds are available for full page advertising only. Keep live area 0.375" in from outer trim edges on all sides.

### Preferred Materials

PDF format on a CD-Rom or delivered electronically. E-mail delivery acceptable, fax hard copy for reference. Use self-extracting format for transmission.

### Software and File Formats

Quark XPress (Macintosh or PC), Adobe Illustrator, Adobe Photoshop, Adobe Indesign. EPS, TIFF, JPEG, PDF. Include all artwork, fonts, and linked scans. Printer is not responsible for errors in output due to incorrect file preparation or incorrect file compression. Client will incur extra charges if necessary to ready files for printing.

### Resolution

All images (grayscale and color) 300 dpi at 100%. Scanned B&W line art minimum resolution of 900 dpi. 1200 dpi is preferred.

### Proofs

A color proof to be used as a control copy on press is recommended with all color ads.

### Color

Color builds should be saved in CMYK format. Contact us before using PMS/matched colors.





**PRINT EDITION**  
**ADVERTISING CONTRACT**  
  
**INSERTION ORDER**

CLIENT INFORMATION

Advertiser or Agent		Contact Person	
Address	City	State	Zip
Phone	Fax	Email	
Authorized Signature (Required)		Date	

SPACE RESERVATIONS:

Please check your selection.

<u>2012 Issues</u>	<u>Ad Sizes:</u>	<u>Color Options:</u>	<u>Reserve Date:</u>	<u>Materials Due:</u>
<input type="checkbox"/> February	<input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4/C <input type="checkbox"/> B/W	10/19/2011	11/9/2011
<input type="checkbox"/> April	<input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4/C <input type="checkbox"/> B/W	01/23/2012	02/13/2012
<input type="checkbox"/> September	<input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4/C <input type="checkbox"/> B/W	05/25/2012	06/15/2012
<input type="checkbox"/> November	<input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4/C <input type="checkbox"/> B/W	08/03/2012	08/27/2012
<input type="checkbox"/> December	<input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4/C <input type="checkbox"/> B/W	09/03/2012	09/25/2012
<u>2013 Issues</u>	<u>Ad Sizes:</u>	<u>Color Options:</u>	<u>Reserve Date:</u>	<u>Materials Due:</u>
<input type="checkbox"/> February	<input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4/C <input type="checkbox"/> B/W	10/19/2012	11/09/2012
<input type="checkbox"/> April	<input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4/C <input type="checkbox"/> B/W	01/24/2013	02/14/2013

2012 RATES & REQUIREMENTS:

Rates: 4-Color\*

	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
Back Cover	\$1,350	\$1,210	\$1,075	\$1,000
Full Page	\$1,120	\$1,010	\$ 895	\$ 850
1/2 Page	\$ 730	\$ 660	\$ 585	\$ 550

\* Prices include four-color process. Subtract \$125 for B&W rates.

Mechanicals: \*\*

Trim	8.375" W X 10.75" H
Full Page Non-Bleed	7.625" W X 10" H
Full Page Bleed	8.625" W X 11" H
Back Cover Non-Bleed	7.625" W X 7.1875" H
1/2 Page	7.625" W X 4.75" H

\*\* Please use bleeds for full page only.

File Formats:

1. Digital media preferred; a PDF via Email or CD is encouraged.
2. Accepted software and file formats include: PDF, Quark Xpress 4.0+, Adobe Illustrator, and Adobe InDesign.
3. All images must be at least 300 dpi resolution at 100%.
4. Color builds should be saved in CMYK, please call before using any PMS/matched colors.
5. All fonts should be included.

PAYMENT:

Charges:                      Ad Space \$ \_\_\_\_\_

Agency Discount \$ \_\_\_\_\_

*Recognized Ad Agencies only*

Total Due \$ \_\_\_\_\_

**Method of Payment** (payment must be included in order)

- Check (make payable to Integrated Research Services, Inc.)
- VISA                                       MasterCard

\_\_\_\_\_  
 Name of Cardholder

\_\_\_\_\_  
 Card Number                                      Expiration Date

\_\_\_\_\_  
 Signature    Date

All payments are required prior to publication for new advertisers. Multiple insertions and established accounts may receive 30 days net. All advertising is subject to publisher's approval. The publisher reserves the right to reject any advertising that it may deem as not keeping with the publications' standards and objectives.

# ADVERTISING POLICIES, TERMS, AND PRINCIPLES OF ACCEPTANCE FOR THE PREVENTION RESEARCHER

## General

1. All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising that is not in keeping with the publication's standards and objectives.
2. Publication of an advertisement does not constitute endorsement or approval of contents in a publication, point of view, standard of service, or opinion presented therein, nor does *The Prevention Researcher* (TPR) guarantee the accuracy of information given.
3. The advertiser and/or advertising agency agrees to and hereby does defend and indemnify and hold harmless the Publisher and its publications and all of their officers, directors, agents, employees, authors, and successors and assigns from against any and all liability, damages, loss or expenses, including but not limited to attorney's fees, arising from or out of any breach of the representations and warranties set forth in paragraph 10 below or from or out of any content of any advertising submitted to Publisher by the advertiser, including but not limited to claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights, or violation of rights of privacy or publicity, and any claims for bodily injury and property damage. The Publisher reserves the right to hire counsel of its choice, at the advertiser's expense, in the case that the Publisher, in its sole and exclusive discretion, determines that the counsel chosen by the advertiser is not providing an adequate defense. The advertiser may not settle or otherwise compromise any such claims without the Publisher's prior written consent, which shall not be unreasonably withheld.
4. Advertisements that look like editorial matter must have the word "Advertisement" printed above them. The Publisher reserves the right to insert the words "Paid Advertisement."
5. TPR will not knowingly accept advertisements that discriminate on the basis of race, gender, color, religion, national origin, sexual orientation, disability or age. All advertisers/agencies must comply with the ACA discrimination policy.
6. TPR will not be bound by any conditions appearing in insertion orders submitted by or on behalf of an advertiser when such a condition conflicts with any provision contained in the TPR rate card or with TPR policies.
7. Schedule of months of insertion and size of space must accompany all orders. Space reservations are not considered as orders binding in any way until receipt of payment prior to publication.
8. In the event a dispute arises between the Publisher and advertiser that is not specifically governed by the foregoing terms and conditions, such a dispute shall be resolved in accordance with the rules of Alternative Dispute Resolution.
9. All advertising contracts are subject to editorial approval.
10. Advertiser represents and warrants that all advertising submitted to Publisher complies with all applicable laws, regulations, industry codes, and standards and does not violate anyone's rights, including but not limited to rights of publicity, privacy, copyrights, and trademark rights, and does not contain any content that violates applicable laws and regulations against defamation, libel, and/or false advertising.

## Orders, Changes, Cancellations

11. No Advertisement shall be published unless an insertion order in writing is received by the Advertising Representative no later than the closing deadline specified by the Publisher for the issue(s) desired.
12. Changes in advertising copy shall not be considered authorized by the advertiser unless confirmation is received in writing at the office of the Advertising Representative no later than the closing date for the issue(s) desired. In the event copy changes are not properly confirmed in writing, the advertiser's most recent advertisement shall be inserted.
13. In the event that all necessary advertising materials are not received at the office of the Publisher no later than the closing date for the issue(s) desired, the Publisher cannot guarantee insertion of such advertisement(s) in such issue(s).
14. No cancellations or changes in orders will be accepted after closing date.
15. Rear-cover (2/3 page) advertisements are non-cancelable.
16. Requests for particular placement of advertising will be honored when possible for an additional charge of 15%. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the rights of the Publisher to determine actual positions.
17. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. "Make-good" ads, which will be run at the discretion of the Publisher, will be scheduled within one year from the time that the ad appeared in the publication. The Publisher assumes no responsibility for the condition of original advertising copy submitted electronically or otherwise for publication.
18. The Publisher is not liable for failing to publish an ad.
19. Cancellations for display advertisements will not be accepted after the publication deadline.
20. Orders will be accepted at rates prevailing at closing date of the issue in which advertisement will appear. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical. Advertisers and agencies that are forwarding orders that contain incorrect rates or conditions to the offices of the Publisher's Ad Representative are hereby notified that the advertising called for will be inserted and charged at the regular scheduled rates and conditions in effect at the time.

## Terms and Agency Discount

21. Payment is due prior to publication.
22. One tear sheet, unless otherwise requested, will be sent to advertiser after publication.
23. Fifteen percent (15%) of gross billing is allowed to recognized advertising agencies, that is, members of the American Association of Advertisers or agencies listed in the Standard Directory of Advertising Agencies. For in-house agency recognition contact the Advertising Sales Representative for qualifying discount.
24. Production charges are non-commissionable.
25. Dual responsibility: Prepayment by the advertising agency at the net rate is approved on condition that the advertiser accepts "dual responsibility" for prepayment if the agency does not remit by due date.
26. The Publisher reserves the right to change advertising rates and policies set forth at any time upon thirty (30) days notice.
27. Ads will not run if any outstanding balance remains.
28. Statement of Guarantee: Uniform rates and discounts are guaranteed to all advertisers using same amount and kind of space.

The above policies are also in effect for all forms of electronic advertising including advertising on the Publisher's website.

EMAIL, FAX, OR MAIL COMPLETED FORM TO:

\_\_\_\_\_  
Business / Agency

\_\_\_\_\_  
Contact (Authorized Business / Agency Representative)

I agree with the above terms and conditions,

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**SUBMIT**

The Prevention Researcher  
Integrated Research Services, Inc.  
66 Club Rd Suite 370  
Eugene, OR 97401-2463  
EMAIL: [marketing@TPRonline.org](mailto:marketing@TPRonline.org)  
FAX: 541-683-2621  
PHONE: 541-683-9278 ext. 17



**DIGITAL EDITION**  
**ADVERTISING CONTRACT**  
  
**INSERTION ORDER**

CLIENT INFORMATION

Advertiser or Agent		Contact Person	
Address	City	State	Zip
Phone	Fax	Email	
Authorized Signature (Required)		Date	

SPACE RESERVATIONS:

Please check your selection.

<u>2012 Issues</u>	<u>Reserve Date:</u>	<u>Materials Due:</u>
<input type="checkbox"/> February	10/19/2011	01/03/2012
<input type="checkbox"/> April	01/23/2012	03/16/2012
<input type="checkbox"/> September	05/25/2012	08/01/2012
<input type="checkbox"/> November	08/03/2012	10/15/2012
<input type="checkbox"/> December	09/03/2012	11/07/2012
<u>2013 Issues</u>		
<input type="checkbox"/> February	10/19/2012	01/02/2013
<input type="checkbox"/> April	01/24/2013	03/15/2013

PAYMENT:

Charges: Ad Space \$ \_\_\_\_\_  
 Agency Discount \$ \_\_\_\_\_  
*Recognized Ad Agencies only*  
 Total Due \$ \_\_\_\_\_

**Method of Payment** (payment must be included in order)

- Check (make payable to Integrated Research Services, Inc.)  
 VISA                       MasterCard

\_\_\_\_\_  
 Name of Cardholder

\_\_\_\_\_  
 Card Number                      Expiration Date

\_\_\_\_\_  
 Signature                                      Date

2012 RATES & REQUIREMENTS:

<u>Rich Media Options</u>	<u>Description</u>	<u>Rates</u>
Digital Edition Sponsorship (3 Ad Positions)	Full-page ad appears opposite front cover page, plus your linked logo appears at the top right and left of toolbar.	\$ 1,495
Archive Issue Sponsorship	Same 3 ad positions as above for themed back issues archived on the digital editions.	\$ 975
Sponsorship Positions	Ads on left and right sides of issue.	\$ 750 (each)
Video	Video featured within your ad (video clip supplied by advertiser).	\$ 525
Audio	Audio message within your ad (audio clip supplied by advertiser).	\$ 375
Ad-Jolt	Animates static ads with 3 movements.	\$ 375
Belly Bands & Gatefolds	Elements to attract attention to your ad.	\$ 295
Blow-In Cards	Attention-getting insert anywhere in the issue..	\$ 295
Lead-Gen	Pop-up box gathers hot leads that are emailed directly to you for follow-up.	\$ 295
Feedback Tools	Surveys, forms, and website in page for data gathering.	\$ 295

All files must be at least 300 dpi and in web colors.

All payments are required prior to publication for new advertisers. Multiple insertions and established accounts may receive 30 days net. All advertising is subject to publisher's approval. The publisher reserves the right to reject any advertising that it may deem as not keeping with the publications' standards and objectives.

# ADVERTISING POLICIES, TERMS, AND PRINCIPLES OF ACCEPTANCE FOR THE PREVENTION RESEARCHER

## General

1. All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising that is not in keeping with the publication's standards and objectives.
2. Publication of an advertisement does not constitute endorsement or approval of contents in a publication, point of view, standard of service, or opinion presented therein, nor does *The Prevention Researcher* (TPR) guarantee the accuracy of information given.
3. The advertiser and/or advertising agency agrees to and hereby does defend and indemnify and hold harmless the Publisher and its publications and all of their officers, directors, agents, employees, authors, and successors and assigns from against any and all liability, damages, loss or expenses, including but not limited to attorney's fees, arising from or out of any breach of the representations and warranties set forth in paragraph 10 below or from or out of any content of any advertising submitted to Publisher by the advertiser, including but not limited to claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights, or violation of rights of privacy or publicity, and any claims for bodily injury and property damage. The Publisher reserves the right to hire counsel of its choice, at the advertiser's expense, in the case that the Publisher, in its sole and exclusive discretion, determines that the counsel chosen by the advertiser is not providing an adequate defense. The advertiser may not settle or otherwise compromise any such claims without the Publisher's prior written consent, which shall not be unreasonably withheld.
4. Advertisements that look like editorial matter must have the word "Advertisement" printed above them. The Publisher reserves the right to insert the words "Paid Advertisement."
5. TPR will not knowingly accept advertisements that discriminate on the basis of race, gender, color, religion, national origin, sexual orientation, disability or age. All advertisers/agencies must comply with the ACA discrimination policy.
6. TPR will not be bound by any conditions appearing in insertion orders submitted by or on behalf of an advertiser when such a condition conflicts with any provision contained in the TPR rate card or with TPR policies.
7. Schedule of months of insertion and size of space must accompany all orders. Space reservations are not considered as orders binding in any way until receipt of payment prior to publication.
8. In the event a dispute arises between the Publisher and advertiser that is not specifically governed by the foregoing terms and conditions, such a dispute shall be resolved in accordance with the rules of Alternative Dispute Resolution.
9. All advertising contracts are subject to editorial approval.
10. Advertiser represents and warrants that all advertising submitted to Publisher complies with all applicable laws, regulations, industry codes, and standards and does not violate anyone's rights, including but not limited to rights of publicity, privacy, copyrights, and trademark rights, and does not contain any content that violates applicable laws and regulations against defamation, libel, and/or false advertising.

## Orders, Changes, Cancellations

11. No Advertisement shall be published unless an insertion order in writing is received by the Advertising Representative no later than the closing deadline specified by the Publisher for the issue(s) desired.
12. Changes in advertising copy shall not be considered authorized by the advertiser unless confirmation is received in writing at the office of the Advertising Representative no later than the closing date for the issue(s) desired. In the event copy changes are not properly confirmed in writing, the advertiser's most recent advertisement shall be inserted.
13. In the event that all necessary advertising materials are not received at the office of the Publisher no later than the closing date for the issue(s) desired, the Publisher cannot guarantee insertion of such advertisement(s) in such issue(s).
14. No cancellations or changes in orders will be accepted after closing date.
15. Rear-cover (2/3 page) advertisements are non-cancelable.
16. Requests for particular placement of advertising will be honored when possible for an additional charge of 15%. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the rights of the Publisher to determine actual positions.
17. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. "Make-good" ads, which will be run at the discretion of the Publisher, will be scheduled within one year from the time that the ad appeared in the publication. The Publisher assumes no responsibility for the condition of original advertising copy submitted electronically or otherwise for publication.
18. The Publisher is not liable for failing to publish an ad.
19. Cancellations for display advertisements will not be accepted after the publication deadline.
20. Orders will be accepted at rates prevailing at closing date of the issue in which advertisement will appear. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical. Advertisers and agencies that are forwarding orders that contain incorrect rates or conditions to the offices of the Publisher's Ad Representative are hereby notified that the advertising called for will be inserted and charged at the regular scheduled rates and conditions in effect at the time.

## Terms and Agency Discount

21. Payment is due prior to publication.
22. One tear sheet, unless otherwise requested, will be sent to advertiser after publication.
23. Fifteen percent (15%) of gross billing is allowed to recognized advertising agencies, that is, members of the American Association of Advertisers or agencies listed in the Standard Directory of Advertising Agencies. For in-house agency recognition contact the Advertising Sales Representative for qualifying discount.
24. Production charges are non-commissionable.
25. Dual responsibility: Prepayment by the advertising agency at the net rate is approved on condition that the advertiser accepts "dual responsibility" for prepayment if the agency does not remit by due date.
26. The Publisher reserves the right to change advertising rates and policies set forth at any time upon thirty (30) days notice.
27. Ads will not run if any outstanding balance remains.
28. Statement of Guarantee: Uniform rates and discounts are guaranteed to all advertisers using same amount and kind of space.

The above policies are also in effect for all forms of electronic advertising including advertising on the Publisher's website.

EMAIL, FAX, OR MAIL COMPLETED FORM TO:

Business / Agency

Contact (Authorized Business / Agency Representative)

I agree with the above terms and conditions,

Signature

Date

**SUBMIT**

The Prevention Researcher  
Integrated Research Services, Inc.  
66 Club Rd Suite 370  
Eugene, OR 97401-2463  
EMAIL: [marketing@TPRonline.org](mailto:marketing@TPRonline.org)  
FAX: 541-683-2621  
PHONE: 541-683-9278 ext. 17