

The PREVENTION RESEARCHER

Successful adolescent development,
one *issue* at a time.

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>2010 Issues</u>	<u>ad sizes:</u>			<u>color options:</u>		<u>reserve date:</u>	<u>materials due:</u>
February	Full Page	1/2 Page	2/3 Page	4/C	B/W	12 / 01 / 2009	12 / 15 / 2009
April	Full Page	1/2 Page	2/3 Page	4/C	B/W	1 / 01 / 2010	3 / 01 / 2010
September	Full Page	1/2 Page	2/3 Page	4/C	B/W	5 / 28 / 2010	7 / 23 / 2010
November	Full Page	1/2 Page	2/3 Page	4/C	B/W	8 / 31 / 2010	9 / 17 / 2010
December	Full Page	1/2 Page	2/3 Page	4/C	B/W	9 / 24 / 2010	10 / 15 / 2010
December Resource Marketplace	1/8 Page only			4/C only		9 / 24 / 2010	10 / 15 / 2010
<u>2011 Issues</u>							
February	Full Page	1/2 Page	2/3 Page	4/C	B/W	10 / 01 / 2010	12 / 10 / 2010
April	Full Page	1/2 Page	2/3 Page	4/C	B/W	1 / 01 / 2011	3 / 01 / 2011

2010 RATES & REQUIREMENTS:

Rates:

	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
Rear Jacket	\$1,230	\$1,110	\$980	\$915
Full Page	\$890	\$770	\$700	\$625
1 / 2 Page	\$585	\$510	\$460	\$420
Marketplace	\$200 or \$150...if reserved before August 1st (includes four color)			

**Prices include four-color process. Subtract \$320 for B&W rates.

Mechanicals:

Trim	8 - 3/8" W X 10 - 3/4" H
Rear Jacket	7 - 7/8" W X 7 - 7/16" H
Full Page bleed	8 - 1/2" W X 11" H
Full Page non-bleed	7 - 1/2" W X 10" H
1 / 2 Page	7 - 1/2" W X 5" H
Marketplace	3 - 11/16" W X 2" H

**Please use bleeds for full page only.

File Formats:

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

PAYMENT:

Charges: Ad Space \$ _____

Agency Discount (15%) \$ _____
Recognized Ad Agencies only

Total Due \$ _____

Method of Payment (payment must be included with order)

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

Name of Cardholder _____

Card Number _____

Expiration Date _____

Signature _____

Date _____

FAX or mail completed form to the address above. 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 publication's 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

Wil Scott
Marketing Director
The Prevention Researcher
Integrated Research Services
66 Club Rd Suite 370
Eugene, OR 97401-2463

FAX: 541-683-2621
PH: 541-683-9278 ext. 17