

Advertising Insertion Order

Date _____/_____/_____

470 Boston Post Road • Weston, Massachusetts 02493
 (781) 899-2702 • Fax: (781) 899-4900

Advertiser _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Phone () _____ Fax () _____
 Person authorizing advertising (please print) _____
 Signature of authorizing person _____
 Bill to (person if different from above) _____
 Name of institution _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Phone () _____ Fax () _____
 Ad size: Full pg. Full bleed 2/3pg. 1/2 pg. (vert) (hor) 1/3 pg. (vert) (hor) 1/4 pg.
 Color: Four color, \$1995 Black & White Other _____
 Contract: 6 issues 3 issues 1 issue If agency check box Issue (Month) _____
 Gross cost \$ _____

PRODUCTION

Section _____
 Special instructions _____
 Special position _____
 Insert Number of pages _____ Position _____
 2nd cover: Earned b/w rate plus 25%; Facing page at no premium, but must run as spread;
 3rd cover: Earned b/w rate plus 25%; 4th cover: Earned b/w rate plus 50%

CREDIT REFERENCE (new account)

Bank name _____ Tel. No. () _____
 Account # _____ Person to speak with _____

MECHANICAL REQUIREMENTS:

◆ **FINISHED TRIM SIZE:** 8-3/8 x 10-7/8

◆ **DIMENSIONS:**

- 1 page7 x 10
- 2/3 page.....4-1/2 x 10
- 1/2 page-vertical3-3/8 x 10
- 1/2 page-horizontal7 x 4-7/8
- 1/3 page-vertical2-1/2 x 10
- 1/3 page-horizontal.....4-1/2 x 4-7/8
- 1/4 page3-3/8 x 4-7/8

◆ **BLEED SIZES:**

Full page: 8-1/2" x 11-1/4".
 Includes 1/8" trim, outside and bottom
 and 3/16" trim, top and gutter. Allow
 3/8" safety for live matter all edges.
 Signatures jog to the head and trim.
 Inserts need 1/2" high folio lip.
 Fractional units:
 1/2 page horizontal:
 8-1/2" x 5-1/4";
 1/2 page vertical: 4-1/4" x 11-1/4",
 gutter bleed: 7-3/8" x 10".

◆ **REPRODUCTION REQUIREMENTS:**

Camera ready copy. All materials must
 have register marks, center marks,
 and trim marks clearly indicated.
 Color ads require a Matchprint or
 similar. Electronic Files: All color ads
 must be in CMYK color format. PDF,
 Quark, EPS, must be set for hi-res
 and include tiff preview, all images
 and fonts.