

# AirVenture Official Program Closing Date: May 25, 2012

## EAA AirVenture Oshkosh 2012 Commemorative Souvenir Program

EAA Advertising • 3000 Poberezny Road • Oshkosh, WI 54901 • 920.426.6127 • Fax 920.426.4828  
For rate cards and other publication information, go to [www.eaadvertising.org](http://www.eaadvertising.org)

### ADVERTISING INSERTION ORDER

Date: \_\_\_\_\_

Purchase Order: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Fax: \_\_\_\_\_

Person Placing Order: \_\_\_\_\_

Person Placing Order: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Ad Size: \_\_\_\_\_  B/W  Color  
 NEW  PICK UP

Billing Will Be Sent To:  Advertiser  Agency  
 Check enclosed  
 Visa  MC  AE  DC Exp. Date \_\_\_\_\_  
Credit Card# \_\_\_\_\_  
Signature: \_\_\_\_\_

Rate confirmed at: Gross: \$ \_\_\_\_\_  
Net: \$ \_\_\_\_\_

**GENERAL INFORMATION: The closing date is May 25, 2012.  
MATERIALS ARE DUE JUNE 8, 2012, AND MUST BE PROVIDED IN ELECTRONIC FORMAT (SEE RATE CARD FOR SPECIFICATIONS).**

Return Signed Insertion Order to: EAA Advertising, P.O. Box 3086, Oshkosh, WI 54903-3086. FAX: 920.426.4828

SHIP AD MATERIALS TO:  
EAA – AirVenture Commemorative Souvenir Program  
Attn: Sue Anderson  
3000 Poberezny Road  
Oshkosh, WI 54901  
920.426.6127

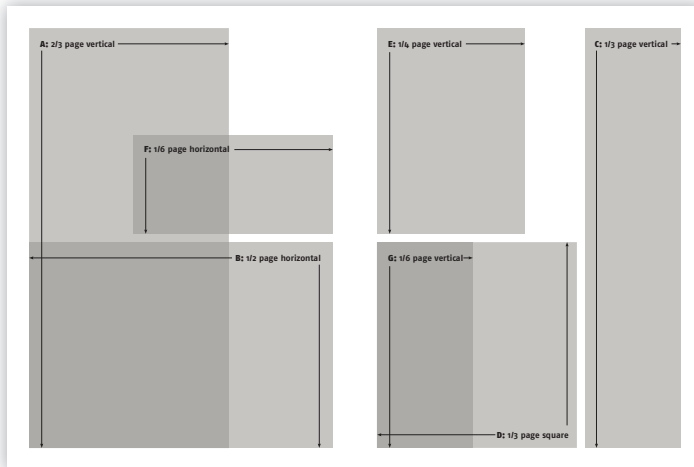
Accepted for the Publisher by: \_\_\_\_\_ Date \_\_\_\_\_

# SPECIFICATIONS & MECHANICAL REQUIREMENTS

Program for sale during EAA AirVenture 2012

## MECHANICAL REQUIREMENTS

1. Publication size (trim size): 7.875" x 10.5"
2. Bleed size: 8.125" x 10.75"
3. Keep live matter 1/2-inch from trim.
4. Screen: 150 screen recommended; 120 accepted. No mats.
5. Printing: Web offset.
6. Binding: Perfect bound.



A	2/3 page (vertical)	4.521" x 9.500"
B	1/2 page (horizontal)	6.875" x 4.656"
C	1/3 page (vertical)	2.167" x 9.500"
D	1/3 page (square)	4.521" x 4.656"
E	1/4 page (vertical)	3.344" x 4.656"
F	1/6 page (horizontal)	4.521" x 2.230"
G	1/6 page (vertical)	2.167" x 4.656"

## 2012 ADVERTISING RATES

COLOR		B&W	
Full Page.....	\$3,205	Full Page.....	\$2,245
2/3 Page.....	\$2,400	2/3 Page.....	\$1,690
1/2 Page.....	\$1,930	1/2 Page.....	\$1,350
1/3 Page.....	\$1,445	1/3 Page.....	\$1,010
1/4 Page.....	\$1,130	1/4 Page.....	\$795
1/6 Page.....	\$800	1/6 Page.....	\$570
Back Cover.....	\$4,805		
Inside Covers.....	\$4,170		

## OFFSET SPECIFICATIONS

Software:

- Adobe Indesign or QuarkXPress
- Illustrator—with type converted to paths and saved as EPS
- Photoshop—saved as TIFF or EPS
- PageMaker—embedded graphics MUST be placed AND included as separate files; Pagemaker files must be converted to EPS and placed in Quark

## PLATFORM/FORMATS:

- Macintosh is the preferred platform; please supply 300 dpi PDF files.
- PC files are accepted in PDF, Adobe InDesign, QuarkXPress or PageMaker (PageMaker files must be converted to EPS and placed via InDesign or Quark.)
- We cannot accept Microsoft word processing or publishing files.

Fonts: Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc., versions of the font.

Scans: Scans should be compatible with Photoshop. Resolution should be 300 dpi for Grayscale and CMYK images. Resolution should be 1200 dpi for Bitmap art. No RGB files. No Compression.

Acceptable Media: Zip disk, CD.

Proof: CLIENT MUST FURNISH AN APPROVED PROOF THAT DISPLAYS ACCURATE COLOR AND SIZE.

## PAYMENTS

- Net 30 days. Advertisers must guarantee payment of accounts for advertising placed through advertising agencies.
- FOR NEW ACCOUNTS, PAYMENT FOR FIRST AD MUST BE MADE WITH INSERTION ORDER.
- All major credit cards are accepted for payment.

## DISCOUNTS

- TERMS: NET 30 DAYS.
- Agencies providing ads electronically will be allowed 15% discount on gross rates provided account is paid within 30 days of invoice. No discounts allowed on delinquent accounts or production charges.

## GENERAL RATE POLICY

Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

## LIMITS OF LIABILITY

EAA shall not be held liable for loss to the advertiser due to late delivery of the program because of strike, fire, flood or any delay beyond the control of the publisher. EAA reserves the right to reject any advertising in conflict with the policies of the Association or with the rulings of the Internal Revenue Service regarding the tax-free status under IRS Section 501(c)(3). EAA does not guarantee or endorse any product offered through our advertising.