

IOA Journal 2009-2010 Display Advertising Rates & Contract

Size (W x H)	1 Issue		5 Issues (1 year)		10 issues (2 years)	
	member	non-member	member	non-member	member	non-member
Full Page (7.5" x 10")						
per issue	\$360	\$400	\$330	\$365	\$300	\$335
Total Cost			\$1650	\$1825	\$3000	\$3350
Half Page (7.5" x 5" OR 3.75" x 10")						
per issue	\$240	\$270	\$205	\$230	\$180	\$200
Total Cost			\$1025	\$1150	\$1800	\$2000
Third Page (Vertical Column 2.25" x 10")						
per issue	\$215	\$240	\$190	\$210	\$160	\$180
Total Cost			\$950	\$1050	\$1600	\$1800
Quarter Page (3.75" x 5" OR 7.5" x 2.5")						
per issue	\$180	\$200	\$155	\$175	\$130	\$145
Total Cost			\$775	\$875	\$1300	\$1450
Eighth Page (3.75" x 2.5")						
per issue	\$85	\$95	\$80	\$90	\$75	\$80
Total Cost			\$400	\$450	\$750	\$800

Special Options: *Rates for IOA/AOA members and associate members reflect a 10% discount.*

Back cover is 4-color on four journal issues and 2-color on Directory. Add \$300 per issue for placement in Journals, \$100 for Directory.

Inside front and back cover placement is an additional \$100 per issue, all 5 issues.

Directory Ads, except for inside and outside cover placements, all ads are done in "Yellow Pages" format, in center of the directory. The Journal of the IOA is published 5 times a year: February (Directory), April, July, September and December. Please contact us two months in advance of the issue month to place, pull or change an ad.

Ads can be received in several ways: 1. Camera Ready; 2. on a PC-readable disk as an image: TIFF, JPEG, or PDF; 3. on a PC-readable disk as a document: Quark, Photoshop or Illustrator; or 4. Email as any of the above options to ioapr@ioaweb.org.

Deadlines for 2009-2010: Membership/Resource Directory (used year-round)- January 15; Spring- March 15; Summer- June 15; Fall- August 15 (Pre-Convention); and Winter- November 15(Post-Convention).

Contract for Display Advertising • Journal of the Illinois Optometric Association

The undersigned agrees to place a _____-page display advertisement in the Journal of the IOA for _____ consecutive issues at the rate of _____ per issue, beginning with the _____, 2009 issue.

The undersigned agrees to have the advertisement at the IOA office by the deadlines listed above. This contract guarantees rate protection for the length of the contract, regardless of any new rate structure introduced during the contractual period.

The advertiser agrees to contract for the following options: ___ Back Cover-(4 color) full-page contract rate plus \$300 for each Journal issue. For the Directory (2-color) the extra charge is \$100.

___ Inside Front Cover-additional \$100 placement fee ___ Inside Back Cover- additional \$100 placement fee

Terms: net 30 days. Late payment charge of 1.5% per month on balances of 30 days or more past due. If contract is cancelled before end of contract, advertiser will pay the single issue rate for all ads placed under this contract.

Name (print) _____ Signature _____

Company _____ Date _____ Member: ___ Yes ___ No

Address _____ City _____ State ___ Zip _____

Phone _____ Ext. ___ Fax _____ Email _____

IOA Communications Director _____ Date _____



Lisa Lukaszewski, Director of Communications
 304 W. Washington, Springfield, IL 62701
 PH: 800-933-7289
 FAX: 217-525-8018
 ioapr@ioaweb.org