

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.

Contract: 6 issues 3 issues 1 issue Starts with issue _____

Runs in: Jan/Feb Mar/Apr May/June July/Aug Sept/Oct Nov/Dec

Gross cost \$ _____

PRODUCTION

Section _____

Special instructions _____

Special position _____

Insert Number of pages _____ Position _____

2nd cover Facing page at no premium, but must run as spread;

3rd cover 4th cover:

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: 8-11/16" x 11-3/16".
 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.

◆ 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.

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