



ACDA Eastern Division Ad Reservation Form
effective 7/1/11 – 6/30/12

This is an agreement between the ACDA Eastern Division and the undersigned organization and its representative to place advertising in one or more of ACDA East's membership publications. Please refer to our current rate card for advertising fees and deadlines. All inquiries, as well as all forms, payment and ad copy should be sent to Robert Eaton, at rpesing@gmail.com.

1. Contact Information

| | |
|---|--|
| <i>Organization Name</i> | <i>Reservation Date</i> |
| <i>Contact</i> | <i>Title</i> |
| <i>Street Address</i> | <i>Phone</i> |
| <i>City</i> <i>State</i> <i>Zip</i> | <i>Fax</i> |
| <i>Email Address</i> | <i>Contact Signature</i> |
| <i>Website Address</i> | <i>Signature indicates understanding of, and agreement to, the terms on the reverse.</i> |

2. Ad Reservation

Please select options and total the advertising cost, per our current rate card.

(a) ChoraLink - Order up to three (3) consecutive months of sponsorship.

Ad order: 1 month (\$175) 2 months (\$315) 3 months (\$446)

Ad month: Jun 2012 Jul 2012 Aug 2012 Sep 2012

Oct 2012 Nov 2012 Dec 2012 Jan 2013

Feb 2013 Mar 2013 Apr 2013 May 2013

Subtotal: \$ _____

(b) ACDA East website - Submit a separate form for each 30-day ad period.

Ad cost: Home page (\$150) 1 section (\$75) 2 sections (\$150)

3 sections (\$200)

Ad location(s): Home page R & S page Conference page

Jobs page Chapter links page

Subtotal: \$ _____

Total advertising order: \$ _____

3. Terms & Guidelines

- Reservation form is required and terms must be agreed upon before ad is posted. Signature on this form indicates understanding of, and agreement to, these terms.
- Website ad is posted in rotation on selected sections starting on the requested date in increments of 30, 60, or 90 days.
- Payment terms: net 30 days. Any delinquent payment may result in cancellation of ad posting.
- All ads are subject to the approval of ACDA, including, but not limited to, subject matter, size, images, hyperlink and typography.
- ACDA reserves the right to edit or remove advertisements at any time.
- ACDA is not responsible for design of ad and is not responsible for errors.
- All forms, payment and ad copy should be forwarded via mail or email to the address at the bottom of this form.

4. Technical Specifications

For additional information or clarification, please go to <http://acdaeast.org/advertising>.

- Emailed ad copy MUST be named as follows: advertiser name - ad location.jpg (or .png)
- *ChoraLink* ad copy may be up to 440 pixels wide by 330 pixels high, at a resolution of 72 dpi (dots per inch). Format must be jpg or png.
- Website ads must adhere to the following guidelines:
 - All ads must be 134 pixels wide x 230 pixels high, at a resolution of 72 dpi (dots per inch). Format must be jpg or png.
 - Ads will be indexed on the Advertisers page
 - Ad submissions should include a URL to which the ad should link.
 - To avoid misidentification, the ad file name should be the same as that of the advertiser.

5. Submission

1. Print and mail (or scan and email) this form before making payment.
2. Submit ad copy along with form. If submitting by mail, properly formatted ad copy must be on data CD. If submitting by email, attach ad copy files along with the ad reservation form to the email.
3. Upon email confirmation and invoice, submit payment to ACDA East online via Paypal, or by check mailed with printed invoice.
4. Send forms, ad copy and check payments to:
Robert Eaton
146 Stiles Rd.
Boylston, MA 01505
rpesing@gmail.com