

FULLBLEED/HALFBLEED

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FULLBLEED

AD RATES

Full page: 9" x 12" \$300
commitment for 4 issues \$850

Half page: 8.5" x 5.625" \$300

PRINT SPECIFICATIONS

- Fold Size: 9" wide x 12" tall
- Bleed: 1/8"
- Non Bleed size: 8.5" x 11.5"
- 150 line screen
- 4-color throughout
- Saddle stitched
- 16-32 pages self-cover
- C-2 and C-4 are reserved ad space for service providers for the issue.

Artwork supplied on disk (preferred): Quark Xpress 4.1 (or below) document for Macintosh. Include all fonts and linked files.

Artwork supplied as negatives: right reading-emulsion down. Please include a color proof with negatives.

HALFBLEED

AD RATES

Full page: 5" x 8" \$150

Half page: 2.5" x 4" \$85

PRINT SPECIFICATIONS

- Fold Size: 5" wide x 8" tall
- Bleed: 1/8"
- Non Bleed size: 4.5" x 7.5"
- 150 line screen
- 1-2 color throughout (call about specific issue)
- Saddle stitched
- 16-20 pages self-cover
- C-2 is reserved ad space for service providers for the issue. C-4 is reserved for postal info

Artwork supplied on disk (preferred): Quark Xpress 4.1 (or below) document for Macintosh. Include all fonts and linked files.

Artwork supplied as negatives: right reading-emulsion down. Please include a color proof with negatives.

FOR MORE INFORMATION, CONTACT:

Derek Barnes
Barbieri & Green
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Washington, DC 20036

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fax: 202.857.0301
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ADCMW is an organization created by and dedicated to professionals in the field of visual communications. Since its founding in 1953, the goals of the club have been to advance the standards of service, integrity, and quality in the field. Through its publications, symposia, and exhibitions, the club provides forums for discussion of issues and trends of critical and aesthetic importance. Through its code of ethics and rules of conduct the club works to maintain the integrity of both the organization and the profession. And through its educational programs the club seeks to insure the quality of future professionals. The members of the ADCMW are creators, supervisors, and producers of graphic design, photography, or illustration, and those belonging to associated fields that support or enhance the efforts of these professionals. Their voluntary contributions form the foundation of the Club's programs.



**THE ART DIRECTORS CLUB
OF METROPOLITAN WASHINGTON**

1620 Greenbrier Court • Reston, VA 20190
Phone 703-742-8055 • Fax 703-742-8056
<http://www.adcmw.org>

FULLBLEED/HALFBLEED

J U N E 2 0 0 3

Disposition of Materials

Ad materials submitted will be held for one year from date of first printing.

Rate Accounting

Terms

30 days from date of invoice. All costs of collection will be charged for accounts referred for collection. Initial advertising orders must be pre-paid.

Short Rates

Advertisers will be short-rated if, within a 12-month period, they do not use the amount of space upon which their billings have been based.

Rebates

Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional space to earn a lower rate. Rebate will be in the form of deduction from final billing.

Cancellation

A contract may be canceled on 30 days' prior written notice without penalty, in which event the rate will be adjusted to reflect the actual number of insertions. A \$200 cancellation fee will be charged for cancellations received after the announced closing date.

Advertising Terms

ADCMW reserves the right to refuse or suspend any and all advertising which ADCMW, at ADCMW's sole discretion, deems inappropriate for publication.

Advertisers assume liability for claims arising from content of ads, including text, representation, and illustration.

ADCMW reserves the right to insert the word "advertisement" above and/or below any ad which, in ADCMW's sole discretion, is not clearly non-editorial advertising.

Placement of advertisements is at the discretion of ADCMW, unless prior arrangements for specific positioning have been made with the Vice President of Publications.

ADCMW is not responsible for proofreading ad copy. It is understood and agreed that the Advertiser will supply all required materials.

Frequency discounts based on the number of insertions within a given period will be made available to Advertisers.

Advertiser acknowledges receipt of and agrees to the terms and conditions included in this contract.

Please Print:

Name of Advertiser

Address

City/State/Zip

Authorized by

Phone number

Signature

Date



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