



RCI, Inc.
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www.rci-online.org

Insertion Order - Classified Ads (print & online)

2010

Print Advertising - Interface technical journal

- Line Classified Advertisement ----- \$50, plus \$1 per word
- Display Classified Advertisement -- \$75 per column inch

Line Classified Advertisements - Copy Submission

In order to ensure the greatest accuracy for your ad, it is required you submit a digital file of all text for line classified ads. MS Word or .txt documents are preferred. E-mail ad copy to: wmyers@rci-online.org

Display Classified Ads - Specifications (print only)

Display classified advertisers must submit camera-ready artwork or an acceptable digital file. A minimum \$50 setup fee will be charged for ad submissions requiring additional setup work. Laser-printed originals which contain no screens are acceptable as camera-ready artwork. Acceptable digital formats include (Mac or PC): .tif, .eps, or .pdf. Adobe Acrobat files (.pdf) must be prepared for output.

Display classified ads are designed and purchased by the column inch. For *Interface*, a column inch is 2.25" wide.

Ad Placement Deadlines

Generally, space reservations and ad copy are due by the 1st of the preceding month of publication. For example, for the July issue, classified ads would need to be reserved and submitted by June 1.

Advertiser Information:

Company: _____
 Contact: _____
 Address: _____
 City: _____
 State: _____
 Postal Code: _____
 Phone: _____
 Fax: _____
 E-mail: _____

Payment Method (prepayment required)

- Check (payable to RCI - US funds) Discover
 American Express Visa MasterCard

Card Number: _____
Exp. Date: _____
Name on Card: _____
3- or 4-Digit Verification Value Code: _____
Signature: _____

Online Advertising - www.rci-online.org/classifieds.html

- Line Classified Advertisement -- \$50, plus \$1 per word
- Display Classified Advertisement -- \$75 per square inch
Maximum ad size: 288 pixels x 288 pixels - Max. resolution 72 dpi
Digital submissions only, acceptable files: .jpg or .gif.

Line Classified Ads - Copy Submission

In order to ensure the greatest accuracy for your ad, it is required you submit a digital file of all text for line classified ads. MS Word or .txt documents are preferred. E-mail ad copy to: wmyers@rci-online.org

Display Classified Ads - Specifications (online only)

Digital submissions only, acceptable files are: .jpg or .gif. Maximum ad size 288 pixels x 288 pixels. Maximum resolution is 72 dpi. E-mail ad copy to: wmyers@rci-online.org

Ad Placement Deadlines

Online ads will be posted to www.rci-online.org/classifieds.html. RCI members will be notified by e-mail of new online ads on the 20th of each month. Generally, online ads will be posted within 5 business days of receipt of ad copy and payment. Each ad insertion equals 30 days of online visibility.

Prepayment is required.	
Amount/insertion:	Total:

Ad Type:

- Classified Line Ad Classified Display Ad

Ad Medium:

- Online Ad Print ad - *Interface* Both Online & Print

Issues of insertion (check box and complete year):

- | | |
|--|---|
| <input type="checkbox"/> January 20__ | <input type="checkbox"/> July 20__ |
| <input type="checkbox"/> February 20__ | <input type="checkbox"/> August 20__ |
| <input type="checkbox"/> March 20__ | <input type="checkbox"/> September 20__ |
| <input type="checkbox"/> April 20__ | <input type="checkbox"/> October 20__ |
| <input type="checkbox"/> May 20__ | <input type="checkbox"/> November 20__ |
| <input type="checkbox"/> June 20__ | <input type="checkbox"/> December 20__ |

Terms and Conditions

Advertisement space is reserved on a first-come, first-served basis. RCI reserves the right to reject any advertisement that does not conform to the publication's standards. No cancellations will be accepted after the cutoff date for space reservation.

Whenever an error is made that materially affects the value of the advertisement, a corrected advertisement will be inserted in the next issue on request without additional charge. No refunds will be granted. No reinsertion will be made or allowance given due to color changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or reruns will be given except following the first wrong insertion.

All prices quoted are net. Prepayment is required for all online and classified advertising.

Signature of advertiser rep.: _____ Date: _____