

INSCA

2003 Annual Yearbook Reservations

General Information

Each year INSCA publishes the Annual *Yearbook*, often referred to as the "Ad Book." This colorful booklet contains advertisements placed by many of the members of INSCA. It is a publication to showcase your company, its products, and its service. The *Yearbook* also includes listings for INSCA's 50-Year Industry Leaders, a message from the INSCA Chairman, and other useful information.

The *Yearbook* is distributed at the INSCA Annual Meeting. The 2003 *Yearbook* will be released at the association's 38th Annual Meeting in Berlin, Germany, May 28 – 31, 2003. Copies of the *Yearbook* are also mailed to all of the member companies within INSCA. The following form is needed to make your reservation to advertise in the 2003 INSCA *Yearbook*. Shown below are the costs for advertisements in various sizes, as well as the mechanical requirements for the materials that your company submits to INSCA.

Please note that the **deadline** for making your reservation and submitting your advertising materials is **April 15, 2003**. Absolutely no advertisements can be accepted after this date. If you have any questions about advertising in the *Yearbook*, please contact INSCA Headquarters. Phone: 1-301-231-9811 ext 12. Fax 1-301-231-4871. E-mail insca@aol.com

Advertising Rates & Size Specifications

	Black and White Only	Black and One Color*	Four Color Process	Ad Size (in inches)
COVER PAGES				
				width by height
Outside Back Cover	\$555	\$590	\$755	7 x 10
Full Page Inside Cover	\$505	\$540	\$705	7 x 10
Half Page Inside Cover	\$400	\$435	\$600	7 x 10
INTERIOR PAGES				
Full Page	\$480	\$515	\$680	7 x 10
Half Page	\$355	\$390	\$555	7 x 4-3/4
Quarter Page	\$280	\$325	\$480	5 x 3-3/8

* If you wish additional or special colors in your **Black and One Color** advertisement, please add \$55 per extra color after the first one to the cost of your advertisement. For example, a full-page interior advertisement that is black + blue + red would cost \$570 (\$515 + \$55 = \$570). Specify the exact color(s) on the following form.

Mechanical Requirements

For black and white advertisements, or black and one-color advertisements, you may submit camera-ready hard copy. Please ensure that hard copy is printed from a high-resolution printer (300 dpi minimum, greater than 600 dpi preferred).

For advertisements with multiple colors, or four-color process advertisements, please submit film negatives and a color laser proof. INSCA will not be held responsible for errors in advertisements that were not supplied with color proofs.

Half tones should be 133 lines. Negatives should be right reading, emulsion side down.

**To place your advertising reservation, complete the
following form and submit your materials by April 15, 2003**



2003 Annual Yearbook Advertisement Reservation Form

Company Name _____ Contact Person Name _____

Address _____

Phone _____ Fax _____

Check off your advertisement **SIZE**: ☐ Full Page ☐ Half-Page ☐ Quarter-Page

Select your **COLORS**:

- ☐ Advertisement will be **black and white only**.
- ☐ Advertisement will be **black plus one or more colors** (complete line below)
Select from the following standard colors for your advertisement (black is included)
☐ Red ☐ Blue ☐ Yellow ☐ Green Additional colors: _____
- ☐ Advertisement will be **Four Color Process** (i.e., with full color photographs or illustrations)

Tell us about your **ARTWORK**

- ☐ We will submit **new camera-ready artwork or film negative** before April 15, 2003.
- ☐ We will **repeat** our advertisement from last year's Annual Yearbook **with no changes**.
- ☐ We will repeat our advertisement from last year's Annual Yearbook, but we would like to make **minor changes to the text only**. We have included the exact wording for this change along with this form before April 15, 2003. We agree to accept a typesetting charge from INSCA for any changes we request. **We understand that INSCA can only change text, not artwork.**

Specify your form of **PAYMENT** – *all advertisements must be pre-paid*

- ☐ We have enclosed a **check** (U.S. funds only) in the amount of \$ _____ USD
- ☐ We have transmitted a **wire transfer** in the amount of \$ _____ USD, to INSCA's bank:
First Union National Bank of Washington, DC / Account number 2030000052848. We agree that no charges or fees shall be deducted from INSCA's payment, and we will add \$25 as an administrative fee.
- ☐ We authorize a charge to the **credit card** listed below in the amount of \$ _____ USD

Type of Card: ☐ VISA ☐ MasterCard ☐ American Express

Card Number: _____ Expiration Date _____

Name on Card _____ Signature of Card Holder _____

DEADLINE FOR RESERVATIONS: April 15, 2003

RETURN THIS FORM TO:

INSCA • 12339 Carroll Avenue • Rockville, MD 20852 USA
Phone 1-301-231-9811 • Fax 1-301-231-4871