

INSCA

2006 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 services. The *Yearbook* also includes listings for INSCA's 50-Year Industry Leaders, a message from the INSCA Chairman and other useful information. This year, the yearbook will evolve to reflect INSCA's financial situation as well as its accomplishments for the year making it an annual report to be archived. INSCA has also simplified the mechanical requirements of placing an ad in the yearbook.

The *Yearbook* is distributed at INSCA's 41st Annual Meeting in Beijing, China, May 21 - 27. Copies of the *Yearbook* are also mailed to all the member companies within INSCA. The following form is needed to make your reservation to advertise in the 2006 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 15th of April 2006. Absolutely no advertisements can be accepted after this date. If you have any questions about advertising in the *Yearbook*, please contact INSCA Headquarters. Phone: +20- 3- 427- 4121 & Fax. +20- 3- 426- 3697 & E-mail: insca@insca.org.

Advertising Rates & Size Specifications

	Black & White only	Black & one color	Four Color* Process	Ad Size (in inches)
<u>COVER PAGES:</u>				Width by height
Outside Back Cover	\$555	\$590	\$755	7 x 10
Full Page Inside Front & Back Cover	\$505	\$540	\$705	7 x 10
Half Page Inside Front & Back Cover	\$400	\$435	\$ 600	7 x 10
<u>INTERIOR PAGES :</u>				
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 want 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 back + blue + red would cost \$570 (\$515+\$55 = \$570). Specify the exact color(s) on the following form.

Mechanical Requirement

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 **new camera-ready high resolution artwork on CD** and a color hardcopy. INSCA will not be held responsible for errors in advertisements due to lack of color proofs.

<i>DEADLINE for Completed form and advertising materials is 15th April 2006.</i>



2006 Annual Yearbook Advertisement Reservation Form

Company Name _____ Contact Person Name _____

Address _____

Phone _____ Fax _____

Check off SIZE: ☐ Full Page ☐ Half-Page ☐ Quarter-page

Check off LOCATION: ☐ Back Cover ☐ Inside Back cover ☐ Inside Front Cover ☐ Interior

Select your COLORS:

☐ **Black and White only.**

☐ **Black plus one or more colors** (complete line below)

Select from the following standard colors for your advertisement (black is include)

☐ Red

☐ Blue

☐ Yellow

☐ Green

Additional colors: _____

☐ Advertisement will be **Four Color Process** (i.e. with full color photographs or illustrations)

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
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 _____

SECURITY CODE: _____ (THIS IS FOUND ON THE BACK OF THE CARD)

DEADLINE FOR RESERVATIONS: 15th of April, 2006
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Phone +20- 3- 427- 4121 • Fax +20- 3- 426- 3697