

SUMMER BOOK REVIEW AD RESERVATION FORM 2012

PLEASE FILL OUT COMPLETELY

Contact Name: _____
 Title: _____
 Company: _____
 Billing Address: _____

 Phone: _____
 Fax: _____
 Email: _____

 Signature: _____
 Date: _____

IMPORTANT DATES

Ad Deadline: Thurs, July 5, 2012
 Publication Date: Thurs, July 26, 2012

PAYMENT BY CHECK

Checks should be made out to:
Nichi Bei Foundation

PAYMENT BY CREDIT CARD

ONLINE PAYMENT:
<http://www.nichibei.org/online-payments/>
 Within "Payment Notes" box, include
Name of Organization.

Submitting logo or artwork? **YES** **NO**

SIZE	DIMENSION	BW	COLOR	TOTAL
Full Page	9.75" W x 13.00" H	\$1,500	\$1,750	
Half Page	9.75" W x 6.25" H	\$760	\$1,010	
1/4 Page	5.75" W x 6.25" H	\$470	\$720	
1/8 Page	3.75" W x 6.25" H	\$275	\$350	
E-1	3.75" W x 4.38" H	\$200	\$275	
E-2	3.75" W x 2.88" H	\$130	\$205	
E-5 (NEW SIZE)	1.82" W x 4.38" H	\$110	\$185	
Business Card	3.75" W x 2.00" H	\$90	\$165	
E-3	3.75" W x 1.38" H	\$60	\$135	
E-4	1.82" W x 2.88" H	\$60	\$135	

1/4 page	E-3	Material Specifications: • Artwork formats: tiff, pdf or eps • Resolution: 300 dpi or greater • All fonts outlined • e-mail files to ads@nichibeiweekly.org
	E-2	
E-4	1/8 page	POSITION PREMIUM • Inside Front: 25% • Inside Back: 25%
E-5		E-1

CONDITIONS:
Proofing is ultimately the client's responsibility.
 Advertisers and agencies assume all liability for advertisement content. Nichi Bei Weekly/Nichi Bei Foundation liability for any error will not exceed the charge for the advertisement in question.

Ad design fee applied if advertiser requests changes to artwork or copy after the ad has been submitted, or extensive manipulation of images or text is required to create the advertisement. All extra fees will be pre-approved.

Artwork must be prepress ready. We cannot guarantee print quality unless all of the following prepress file requirements are fulfilled:
 -Ad must be correct proportions and exact size
 -All color images must be CMYK, color corrected, and embedded
 -Image resolution of at least 200 ppi or greater
 -All fonts/text must be outlined
 -Please double check for any overprinting issues (trapping, knockout, etc)
 -Files must be in PDF, EPS or TIFF format

THANK YOU.