

SCALACS ADVERTISING RATES AND CONTRACT—CURRENT ADVERTISERS

Published: 7 times a year (January/February, March, April, May, September, October and November/December).
Circulation: Approximately 3,300 including Los Angeles, Riverside and San Bernardino counties.
Deadline: First of month preceding month of issue.

<u>Ad Size:</u>	<u>Mechanical Requirements (inches maximum)</u>	<u>*4-7 Issues</u>
Inside Cover (full page)	4-3/4 X 7-3/4	\$636
Full Page Ad	4-3/4 X 7-3/4	531
Half Page (horizontal)	4-3/4 x 3-5/8	286
Half Page (vertical)	2-1/4 x 7-3/4	286
Quarter Page (horizontal)	4-3/4 x 1-3/4	162
Quarter Page (vertical)	2-1/4 x 3-5/8	162
Eighth Page	2-1/4 x 1-3/4	93
Business Card	2-3/8 x 1-1/8	54

*Price per issue for 4 or more issues

Website Link—included for our long-term customers.

The undersigned hereby authorizes the insertion of their advertisement in SCALACS in accordance with the following schedule:

<u>MONTH</u>	<u>AD SIZE</u>
January/February	_____
March	_____
April	_____
May	_____
September	_____
October	_____
November/December	_____

Please return this signed contract to SCALACS with advertisement:
American Chemical Society - Southern California Section,
2700 East Foothill Blvd, Pasadena, CA 91107. Phone: (310) 327-1216.
Email address: office@scalacs.org. Retain a copy of this contract.

The undersigned agrees to pay for the indicated advertising by one of the following plans (check option):
 Full payment accompanies this contract (2% cash discount for insertions paid in advance).
 Monthly payment for each insertion, net 30 from date of invoice.

- Contract subject to terms and conditions as follows:
1. Contract and advertising copy subject to acceptance at publication office.
 2. For preferred placement within SCALACS, an additional 20 percent charge will be assessed.
 3. Advertising copy required format is pc-compatible electronic media in **high** resolution (600 dpi). For text without images, submit as word document. Black and white line art looks best in this publication and should be submitted as a TIF. Large ads containing complex photographs should be high quality black and white photo positive or high resolution JPG images. High quality pdfs are OK if 600 dpi grey scale or b/w line art. All typesetting, drawings, cuts and alterations made and/or mounted by publisher and incidental service charges resulting therefrom will be billed to advertiser.
 4. A copy of the publication containing advertisement will be mailed to the advertiser.
 5. This contract may be canceled by either party upon 30 days written notice. If this contract was for 4-7 issues, and the cancellation causes less than 4 insertions to be published, the discount rate will no longer apply, and the advertiser will pay the difference between the discount and regular rate. Contracts for covers and special positions may not be canceled.
 6. In consideration of the publication of advertisements, the advertiser or its agency will indemnify and save harmless the publisher from any claims or law-suits for libel, violation of the right of privacy, plagiarism, copyright infringement, or any other claim or suit which is predicated on the contents of the advertisement. All advertisements are accepted and published by the publisher with the understanding that the advertiser or its agency is authorized to use the entire contents and subject matter of the advertisement.

Please Print or Type:

Contact Name _____ Title _____

Company Name _____

Address _____

City, State, Zip _____

Phone: _____ Fax: _____

Email Address: _____ Website: _____

Signature _____ Date _____