

Terms: Prices quoted are net rates. No additional discounts to advertising agencies. Please read, sign the back of this document, and return it to the CPCU Society.

Your Contact Information

Chapter Name _____

Contact Name _____

Title _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Advertising Agency Information (if applicable)

Name of Firm _____

Contact Name _____

Title _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Send Invoice to:

Contact Advertising Agency

Ad Specifications

Please send a hard copy of your ad in addition to your electronic file.

Mechanical

Full Page	
Bleed	8.75" x 11.25"
Image Area	8.5" x 11"
No Bleed	7" x 10"

Half Page	
Horizontal	7" x 5"

Quarter Page	
Vertical	3.5" x 5"

Electronic
We accept:

- InDesign files (preferred)
- Illustrator files
- Photoshop files
- TIF files
- EPS files
- High Resolution PDFs

150 line screen
Match print required for color ads

Important Dates to Remember

June 2, 2018 Insertion order deadline
July 25, 2018 Final ads due

Tell Us About Your Advertisement

- I will be using my 2017 advertisement with no changes.
 - I want the CPCU Society to update my advertisement. (Please note additional charges below do apply.)
 - I will be submitting a new ad. (Final artwork—disk, film, or mechanicals—is required.)
 - I will be using one of the CPCU Society ad templates. (Call for templates. Please note additional charge below does apply.)
- Will your advertisement contain the names of your 2018 new designees?
 - Yes No

Placement and Charges of Advertisement

Inside Page Rates

Prices are for one color (black) only.
See mechanical specifications for sizes.

	Cost of Ad	Your Cost (with 50% off)
<input type="checkbox"/> Two-Page Spread Center—bleed or no bleed	\$4,200	\$2,100
<input type="checkbox"/> Two-Page Spread Other—bleed or no bleed	\$3,900	\$1,950
<input type="checkbox"/> Full Page—bleed or no bleed	\$2,200	\$1,100
<input type="checkbox"/> Half Page—horizontal	\$1,300	\$650
<input type="checkbox"/> Quarter Page—vertical	\$900	\$450

Additional Color Rates

(Please include a color proof of your ad.)

- 2nd color, if space available. \$525
Specify PMS number of 2nd color _____
- 4-color \$1,000

Typesetting Rates

Typesetting charges apply only if the CPCU Society is updating or making changes to your advertisement. \$80

- Change year
- Insert designee names

CPCU Society Ad Template \$105

- I would like to use a CPCU Society ad template (price includes typesetting).
Indicate template choice _____

Total Charges \$ _____

Invoices are issued after the CPCU Society Yearbook is printed.

Please read, complete, sign on reverse, and return to:

Mary Drager, CPCU Society Executive Assistant, CPCU Society, 720 Providence Road, Suite 100, Malvern, PA 19355
Phone: (610) 644-2100 ext. 7722 Fax: (610) 251-2761

2018 CPCU Society Yearbook Chapter Insertion Order

Agreement for Insertion of Advertising and Publisher's Liability

Contract Requirements

Written insertion orders are required for all advertisements and must be received by the closing date. All ads are placed subject to availability. Cancellations must be in writing and must be received by the closing date.

Copy Protective Clause

Issuance of this rate card is only an offer by Publisher to accept advertising for publication in the CPCU Society Yearbook upon the terms and conditions stated herein and is not an acceptance of any particular insertion order. By tendering an insertion order for any advertisement for Publisher's consideration, Advertiser and its agency agree with the following terms and conditions:

1. Advertiser and its agency warrant and represent that, with the exception of matter in the public domain, they are the owners of all rights in such advertisement or have permission from the owner(s) of such rights to publish such advertisement in the CPCU Society Yearbook, and that the advertisement does not contain any libelous, false, misleading, or unlawful matter, invade any right of privacy, infringe on any right of copyright or trademark, or breach any confidentiality agreement or trade secret.
2. Advertiser and its agency agree that they shall jointly and severally indemnify and hold Publisher, its employees, its agents, and its subcontractors free and harmless from any expenses, damages, and costs (including reasonable attorneys' fees) resulting from any claim of libel, invasion of privacy, or right of privacy, infringement of copyright or trademark, false advertising, unfair competition, or breach of trade secret or confidentiality agreement, or any other claim arising from or related to the publication of the advertisement, or from the breach of any of the above representations or warranties, and agree that Publisher shall have full right to settle any such claim and to control any litigation or arbitration to which it may be a party.
3. Publisher reserves the right in its sole discretion to discontinue publication of the CPCU Society Yearbook at any time, with or without notice, or to limit, defer, or cancel the printing, publication, or circulation of any issue.
4. Publisher shall not be held liable for any consequential damages to Advertiser or its agency that may result from any error or omission of Publisher or its employees, agents, or subcontractors, including without limitation any failure to publish an advertisement, any cancellation or late publication of an issue, or any typographical errors (including errors or omissions, resulting from the negligence or gross negligence of Publisher or its employees, agents, or subcontractors). Publisher's sole obligation and liability for any error or omission on its part (including errors and omissions that may result from the negligence or gross negligence of Publisher or its employees, agents, or subcontractors) shall be limited to a refund of any amounts paid to Publisher by Advertiser for such advertisement or, at Publisher's option, to publish tendered advertisement in its next available issue.
5. Publisher expressly reserves the right to reject any advertising for any reason in its sole discretion.
6. Publisher reserves the right to change the rates and terms herein at any time without notice.
7. All advertisements in the CPCU Society Yearbook must congratulate CPCU designees.
8. Publisher acknowledges permission for the use of the CPCU trademark owned by the American Institute For Chartered Property Casualty Underwriters and warrants that its use will be in accordance with the standards set by the American Institute For Chartered Property Casualty Underwriters.

Ad authorized by

Signature _____

Date _____

Name typed or printed _____

Phone _____

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