



# 2019 CPCU Society Yearbook Company Insertion Order

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

Company 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 \_\_\_\_\_

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

## Send Invoice to:

Contact  Advertising Agency

## Ad Specification

### 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 file (preferred)
- Illustrator file
- Photoshop file
- TIF file
- EPS file
- High Resolution PDFs

150 line screen  
Match print required for color ads

## Important Dates to Remember

July 15, 2019 Insertion order deadline  
July 31, 2019 Final ads due

## Tell Us About Your Advertisement

1.  I will be submitting a new ad.  
 I will be using one of the CPCU Society ad templates.  
(An additional charge of \$105)
2. Will your advertisement contain the names of your 2019 new designees?  
 Yes  No

## Placement and Charges of Advertisement

### Inside Page Rates

See mechanical specifications for sizes.

	B&W	Color
<input type="checkbox"/> Two-Page Spread Center—bleed or no bleed	\$4200	\$5200
<input type="checkbox"/> Two-Page Spread Other—bleed or no bleed	\$3900	\$4900
<input type="checkbox"/> Full Page—bleed or no bleed	\$2200	\$2700
<input type="checkbox"/> Half Page—horizontal	\$1300	\$1550
<input type="checkbox"/> Quarter Page—vertical	\$900	\$1025

## Total Charges

\$ \_\_\_\_\_

Invoices are issued after the CPCU Society Yearbook is printed.

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

Rebecca D'Amore, Events and Sponsorship Coordinator  
Email: Damore@TheInstitutes.org  
Phone: (610) 644-2100 ext. 7656

# 2019 CPCU Society Yearbook Company 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.
9. Advertiser agrees to allow the use of Advertiser's logo. The logo may only be used as described in this agreement or as otherwise agreed to by both parties in writing. Publisher agrees to use only the version of the logo provided by Advertiser. Publisher agrees not to adapt, alter, or modify the Advertiser's logo in any manner. Publisher acknowledges that Advertiser owns all right, title, and interest in the Advertiser logo. Publisher may not sell, rent, lease, sublicense, lend, or transfer to any other person or entity any right to use the Advertiser logo, for any reason, unless agreed to in writing in advance by Advertiser. Usage of the Advertiser logo will automatically terminate at the conclusion of the described sponsorship, or if Advertiser provides 3 (three) days' advance written notice to terminate use of the logo for any or no reason, or if Publisher fails to comply with the above referenced logo usage terms.

### Ad authorized by

Signature \_\_\_\_\_

Date \_\_\_\_\_

Name typed or printed \_\_\_\_\_

Phone \_\_\_\_\_

### Please read, complete, sign, and return to:

Rebecca D'Amore, Events and Sponsorship Coordinator

Phone: (610) 644-2100 ext. 7656 Email: [Damore@TheInstitutes.org](mailto:Damore@TheInstitutes.org)