

On The LEVEL



2016 ADVERTISING RATES AND INFORMATION

July 2014
On The LEVEL
Foundation Repair Association, Inc.

President's Message
By Paul A. Wolf, Jr.

Special points of interest:

- Briefly highlight your point of interest here.
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Inside this issue:

- Inside News
- Inside News
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- Inside News
- Inside News
- Inside News

Secondary Story Headline

This story can fit 175-225 words. Your headline is an important part of the newsletter and should be considered carefully. In a few words, it should always represent the contents of the story and draw readers into the story. Consider the headline before you write the story. This will save the headline and help you keep the story focused.

Examples of possible headlines include Product News Industry Award, New Product On Show, You, Your, Membership Drive, Company News, and more from Office.

NEWLETTER ADVERTISING RATES

Back Cover (4c)	2x-\$975	1x-\$1,200
Inside Back (4c)	2x-\$875	1x-\$1,000
Inside Front (4c)	2x-\$875	1x-\$1,000
Full Page	2x-\$575	1x-\$650
1/2 Page	2x-\$375	1x-\$450

ADDITIONAL FILES INCLUDE
(.pdf) High resolution only
(.eps) flattened files only
(.tif) flattened or layered files
(.jpg) high resolution 300 dpi minimum at actual size
(.psd) flattened layered files—include fonts.

COLOR (COST PER ISSUE)
4 - color (CMYK) - add 35% to above black and white rate. Publisher has the right of refusal of color for fractional ads in special circumstances.

ACCEPTABLE COLOR PROFILES AND RESOLUTION

Images must be in a CMYK color mode
Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
All colors used in a document must be defined as CMYK process colors
Spot colors must be converted to CMYK
Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

CIRCULATION
On the Level reaches more than 400 Foundation Repair members twice a year in June and November.

AD AGENCY REQUIREMENTS
Rates are not agency commissionable

MATERIAL REQUIREMENTS
All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

WEBSITE —LINKED BANNER ADS

Website Rotating Banner -Company Link
\$1,500 a year 24/7 (or \$4 a day @ 365 days)
750 pixels W x 450 pixels H - Full color

OR

Website Home Page Ad—Company Link
\$5,000 a year 24/7 @ 365 days a year
3 inches wide x 5 inches high—full color

MECHANICAL REQUIREMENTS

	W	X	H
Full Page	7 1/2"	X	10
1/2 Page (3 col)	7 1/2"	X	4 3/4"
1/2 Page (2 col)	4 3/4"	X	7 1/2"
Bleed:	8 3/4"	X	11 1/4"
Trim Size	8 1/2"	X	11"

FRA ANNUAL—Membership Directory

May 15 Deadline - Black and White

- Half Page - Inside \$250
- Full Page - Inside \$500
- Full Page - Position \$1,000
- Inside Back Page \$1,000
- Back Pg- Full Color \$1,500
- Inside Front Page \$1,500

Directory Ad Sizes:
Full Page: 4.5"x 8" Half Page: 4.5"x 4"

COLOR
Add 35% for color onto rate

ACCEPTABLE SOFTWARE INCLUDES
Adobe Illustrator CS versions 11 or >
Adobe Photoshop CS versions 8.0 or >

ADVERTISING AND MATERIAL DEADLINES

Issue	Reserve space	Submit ad
Summer	May 10	June 1
Winter	November 1	November 10

PUBLISHING AND ADVERTISING SALES

Joe McCullough

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PUBLISHER
Association and Society Management Inc.
1306-A West Anderson Lane
Austin, TX 78757
512-454-8626

<http://www.foundationrepair.org/>

On the Level is published by Association and Society Management for the Foundation Repair Association, Inc.



ADVERTISING SPACE PURCHASED AS FOLLOWS

POSITION

- Back Cover
- Inside Front Cover
- Inside Back Cover

SIZE

- Full Page
- 1/2 Page

ORIENTATION

- Vertical
- Horizontal

FREQUENCY

- 1 Issue
- 2 Issue

COLOR

- Black and White
- 4 - Color

Start Issue : _____

End Issue : _____

DEADLINES

Issue	Reserve Space	Submit Ad
Summer	May 10	June 1
Winter	November 1	November 10

ADVERTISER

Company Name _____

Contact Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

E-Mail _____

Authorized Signature: _____

TOTAL PURCHASE PRICE OF ADVERTISING

___ Newsletter Ad ___ Web Banner Ad/Linked ___ Web Home Page Ad
 ___ Membership Directory Ad

Space Rate (per Issue) \$ _____

+ Color (35% of rate) \$ _____

Total Per Issue \$ _____

<input type="radio"/> Check	<input type="radio"/> Money Order	<input type="radio"/> Visa	<input type="radio"/> MasterCard	<input type="radio"/> Discover	<input type="radio"/> Amx
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Name on Card : _____

Card Number: _____

Exp: Date: _____

Amount charged: \$ _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

Address: _____

City _____

State _____

Zip _____

PLEASE RETURN THE CONTRACT TO :

Joe McCullough

FRA Headquarters 1306-A West Anderson Lane Austin, TX 78757

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