



Registry of Interpreters for the Deaf, Inc.

## Advertisement Rates and Specifications

for *VIEW'S* quarterly 4 color magazine

Send materials to: [advertising@rid.org](mailto:advertising@rid.org) • Fax materials to 703-838-0454

Contact 703-838-0030 ext. 201

### Premium Color Rates

			1x	2x (10% discount)	3x (15% discount)	4x (20% discount)
Center-spread	15.5" x 9.75"	w/Bleeds* 16.5" x 10.75"	\$2750	\$2475 each	\$2337 each	\$2200 each
Back Cover	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	2500	2250 each	2125 each	2000 each
Inside front cover	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	2250	2025 each	1912 each	1800 each
Inside back cover	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	2000	1800 each	1700 each	1600 each

### Four-Color Rates

			1x	2x (10% discount)	3x (15% discount)	4x (20% discount)
Full Page	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	\$1750	\$1575 each	\$1487 each	\$1400 each
Two-thirds vertical		4.6" x 9.75"	1500	1350 each	1275 each	1200 each
Half page horizontal		7.25" x 4.875"	1250	1125 each	1062 each	1000 each
Half page vertical		3.542" x 9.75"	1250	1125 each	1062 each	1000 each
One-third		2.3" x 9.75"	1000	900 each	850 each	800 each
Quarter		3.542" x 4.875"	750	675 each	637 each	600 each
Sixth		2.325" x 4.775"	500	450 each	425 each	400 each

### Black and White Rates

			1x	2x (10% discount)	3x (15% discount)	4x (20% discount)
Full Page	7.25" x 9.75"	w/Bleeds* 8.25" x 10.75"	\$1350	\$1215 each	\$1147 each	\$1080 each
Two-thirds vertical		4.6" x 9.75"	1000	900 each	850 each	800 each
Half page horizontal		7.25" x 4.875"	850	765 each	722 each	680 each
Half page vertical		3.542" x 9.75"	850	765 each	722 each	680 each
One-third		2.3" x 9.75"	600	540 each	510 each	480 each
Quarter		3.542" x 4.875"	450	405 each	382 each	360 each
Sixth		2.325" x 4.775"	300	270 each	255 each	240 each

\* For ads with bleeds, please extend bleeds 1/8 inch off the edge of the sheet.

### Discounts

(only one discount may be used for each advertisement)

- RID organizational members and affiliate chapters receive a 10% discount on advertisements.
- CMP sponsors and affiliate chapters are eligible for a 40% discount on advertisements for workshops providing CEUs.

### Additional Charges

- To guarantee specific placement of advertisements, a 20% surcharge will be added to the cost.
- Any advertisements that need to be typeset, a 10% surcharge will be added to the cost.

## SPECIAL OPTIONS

### Bind Ins = \$5,000 an issue

Gain added exposure by providing 13,000 cards for RID to bind in an issue of *VIEWS* magazines. All inserts must be approved by RID 30 days prior to the closing date of the inserted issue. E-mail [advertising@rid.org](mailto:advertising@rid.org) for more information.

### Magazine Cover Wrap = \$6,000 an issue

Be the first thing our members see when they receive our magazine. Provide us with 13,000 color bands to wrap around the cover of the magazine for added exposure. E-mail [advertising@rid.org](mailto:advertising@rid.org) for more information.

## WEB ADVERTISING

### Employment Ad Rates

	Length of posting	RID Member	Non Member
For-profit organization	30 Days	\$200	\$250
Non-profit organization**	30 Days	\$150	\$200
Individuals	30 Days	\$35	\$100

**\*\*Non-profit organizations must submit proof of 501(c)(3) status**

Available job title/position and state of employment will be listed on the RID career page along with a link to the PDF description. Only **ONE** page of content will be accepted.

## Editorial Calendar

Issue	JULY 2009	OCTOBER 2009	JANUARY 2010	APRIL 2010
Ad insertion order and materials due	May 15, 2009	August 15, 2009	November 15, 2009	February 15, 2010

*Please use the following guidelines before submitting print advertisements:*

#### ACCEPTED:

- Ad sized to proper dimensions
- Mac/PC format (*if Mac format please save with proper file extensions*)
- EPS (*with fonts*), TIFF, JPEG, PDF (*high resolution*), Microsoft Word documents (*sized to proper dimensions*)
- Grayscale or CMYK color files
- Images at least 300 dpi (dots per inch)
- Pixel-based images scaled 100%
- Vector-based images in EPS format
- PostScript fonts (screen and printer)
- Quark 6.0 or earlier documents with fonts/images included separately

#### NOT ACCEPTED:

- BMP, GIF, AI, or PSD formats
- Images less than 300 dpi (dots per inch)
- Pixel-based images not scaled 100%
- Vector-based images in non-EPS format
- True Type or bitmapped fonts
- Microsoft Publisher, Power Point, Excel
- Adobe PageMaker
- CorelDraw
- Quark 6.0 or earlier documents without fonts/images included separately



Registry of Interpreters for the Deaf, Inc.

# Advertising Insertion Order

Send materials to: advertising@rid.org • Fax 703-838-0454 • Phone 703-838-0030 ext. 201

### ADVERTISER:

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_

### BILLING: [same as advertiser ]

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_

### ADVERTISING INFORMATION:

#### Type of Ad

<input type="checkbox"/> Full Page	<input type="checkbox"/> BW	<input type="checkbox"/> Color	_____
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> BW	<input type="checkbox"/> Color	_____
<input type="checkbox"/> 1/2 Page-Horizontal	<input type="checkbox"/> BW	<input type="checkbox"/> Color	_____
<input type="checkbox"/> 1/2 Page-Vertical	<input type="checkbox"/> BW	<input type="checkbox"/> Color	_____
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> BW	<input type="checkbox"/> Color	_____
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> BW	<input type="checkbox"/> Color	_____
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/> BW	<input type="checkbox"/> Color	_____

#### Cost

#### Special Options

<input type="checkbox"/> Bind Ins	_____
<input type="checkbox"/> Magazine Cover Wrap	_____
<u>Premium Color Ad</u>	
<input type="checkbox"/> Center Spread	_____
<input type="checkbox"/> Inside Front Cover	_____
<input type="checkbox"/> Inside Back Cover	_____
<input type="checkbox"/> Back Cover	_____

#### Cost

#### Insertion Schedule

July 2009    October 2009    January 2010    April 2010   \_\_\_\_\_ x number of insertions

#### **EMPLOYMENT AD for the WEB - 30 day run**

For-profit	<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member	_____	Non-profit	<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member	_____
Individuals	<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member	_____				

#### Cost

#### Cost

Subtotal \_\_\_\_\_

Discount \_\_\_\_\_

Typesetting \_\_\_\_\_

\*Guaranteed Placement \_\_\_\_\_

**GRAND TOTAL** \_\_\_\_\_

\*For Guaranteed Placement please indicate placement of ad:  
\_\_\_\_\_

### PAYMENT METHOD

Send Invoice    Purchase Order Number: \_\_\_\_\_  
 Mastercard    Visa   Card Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

**Advertising Policy:** All advertising copy is subject to the publisher's approval. RID reserves the right to reject advertisements for any reason at any time. RID is not liable if an advertisement is omitted for any reason. Publication of an advertisement does not constitute endorsement or approval of the contents of books or other publications, points of view, standards of services, or opinions presented therein, nor does RID guarantee the accuracy of information given. Because RID is committed to non-discriminatory personnel practices, advertisers in RID publications must affirm that they are equal-opportunity employers.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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333 Commerce Street, Alexandria, VA 22314