

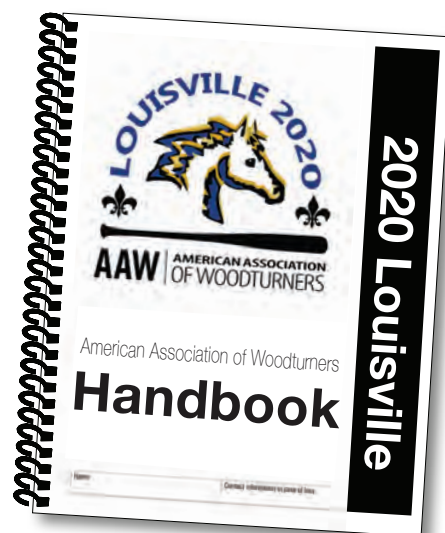
AAW INTERNATIONAL SYMPOSIUM HANDBOOK

Advertising rates and options

American Association of Woodturners 2020 International Symposium Handbook

Distributed onsite at the symposium — approximately 1,500.

This is the official spiral bound event Handbook for the world's largest woodturning event. This book is printed in full color and features the key proceedings of the symposium, including the schedule of events, presentation descriptions, presenter and panelist bios plus much more.



Rates (full color)

Size options	
Outside Back Cover	\$599
Inside Front Cover	\$539
Opposite Inside Front Cover	\$539
Inside Back Cover	\$539
Full Page	\$329
Half Page	\$229
Quarter Page	\$149

- All rates apply to camera-ready copy only.
- Contact Erica for help with ad design services erica@pierreproductions.com, 763-497-1778.

Submission deadline

Deadline	February 1, 2020
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Payment and terms

- No cancellations accepted after ad due date.
- Copy is accepted subject to policies and approval of the AAW.

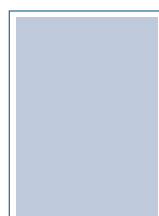
Ad production costs

- Costs incurred for preparation of artwork, special production requests, halftones, separations, typesetting and client-requested changes will be billed to the advertiser.
- Production estimates may be requested from the advertising department. Layout with detailed specifications should accompany all ads that require typesetting by the publisher. Publisher cannot guarantee exact match of special typeface.

Submitting files

- FTP and email should be compressed. Disk must be labeled clearly with a descriptive file name, format, and platform.

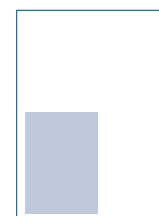
Dimensions Width x height



Full
7.425" x 9.425"
188 mm x 239 mm



1/2 horizontal
7.425" x 4.625"
188 mm x 117 mm



1/4
3.625" x 4.625"
92 mm x 117 mm

Submission specifications

File formats accepted

- JPG (preferred)
- Press quality PDF with embedded fonts.

Images, logos, artwork

- Providing color files is encouraged. No additional charge.
- All art must be saved as CMYK (four-color process). RGB images will not be accepted.
- Please do not send files with spot colors. Spot (PMS) colors detected will be printed as CMYK match.
- All images saved at 100% and a minimum of 300 dpi. Line art must be a minimum of 1200 dpi.
- Files lower than minimum dpi may lose clarity when printed.
- Images and logos from websites are not acceptable.
- Do not include printer's marks (crop, bleed, etc) on ads.
- All ads must be cropped to final size before submission.
- Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

Advertising Contacts:

Erica Nelson, Advertising Representative • erica@pierreproductions.com • 763-497-1778
Betsy Pierre, Advertising Manager • betsy@pierreproductions.com • 763-295-5420



Advertising Insertion Order
**American Association of Woodturners (AAW)
2020 Symposium Handbook**
Complete and return to 763-497-8810 (fax) or
erica@pierreproductions.com

Advertiser information

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

2020 Symposium Handbook Ad Order (all ads are full color) – Deadline February 1, 2020

AAW members receive discounted advertising rates. Please check your membership level:

- Artist and General Business members 5% off
- Supporting and Benefactor members 10% off
- Business Benefactor members 15% off
- Business Patron members 20% off

Ad Size: _____

Placement Request:

- Run of Pub
- Back Cvr
- Inside Front Cvr
- Opposite Inside Front Cvr
- Inside Back Cvr

Base Rate: \$ _____ per Insertion

Less Member Discount: \$ _____ per Insertion

Special Instructions: _____ **Final Total:** \$ _____ per Insertion

Signing below constitutes agreement to the details listed above and to the *American Woodturner* General Terms & Conditions.

Advertiser's Signature

Date

Your American Association of Woodturners Advertising Contact:
Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com
Betsy Pierre, Advertising Director – 763-295-5420 / betsy@pierreproductions.com
American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

Credit Card Payment: You may pay by credit card if you prefer.

Check type: ___ Visa ___ MC ___ Discover ___ AMEX The above Final Total will be charged.

Name on Card: _____

Credit card number: _____

Expiration: ___ / ___ Security Code ___ ___ (Three numbers. AMEX has four.)

Mechanical Requirements

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – erica@pierreproductions.com / 763-497-1778. Please refer to rate card for submission guidelines.

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication, the American Association of Woodturners.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Advertisements must be placed during a six-issue period for frequency discounts to apply.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Cover and Preferred placements are non-cancellable.

Other cancellations must be made prior to an issue’s deadline.