

2004 CIPA SIGNATURE DISPLAY ADVERTISING

RATES (PER INSERTION)

	1x	3x	6x	12x
FULL PAGE AD (7.375" horizontal x 9.375" vertical)	\$360	\$345	\$330	\$300
HALF PAGE AD (7.375" horizontal x 4.5" vertical)	\$210	\$200	\$190	\$175
QUARTER PAGE AD (3.5" horizontal x 4.5" vertical)	\$130	\$125	\$120	\$110
EIGHTH PAGE AD (3.5" horizontal x 2.125" vertical)	\$75	\$70	\$65	\$60

AD PREPARATION REQUIREMENTS

1. All ads must be built to the exact dimensions listed. (Ads built to larger dimensions will be reduced or rejected at the publisher's discretion. Ads built to smaller dimensions may be floated in available space.)
2. All ads must be submitted as electronic files in the following formats and specifications only:
 - Resolution: at least 300 pixels per inch at 100% size.
 - Color Mode: Grayscale or Black & White.
 - File Type: TIF or JPEG onlyAds submitted with other formats or specifications may be rejected at the publisher's discretion.
3. Ads may be submitted on a CD-ROM (if over 1 Mb file size) or as an e-mail attachment (if under 1 Mb).
4. If advertisers cannot create advertising to above specifications, ad layout and preparation services are also available through Boulder Bookworks at \$60/hour. Contact cipa@boulderbookworks.com for info.
5. Send ads (1 Mb or larger) on CD-ROM via U.S. Mail to: **CIPA Signature, c/o Boulder Bookworks, P.O. Box 3772, Boulder, CO 80307**
6. E-mail ads (less than 1Mb file size) as file attachments to cipa@boulderbookworks.com

ADVERTISING GUIDELINES AND DEADLINES

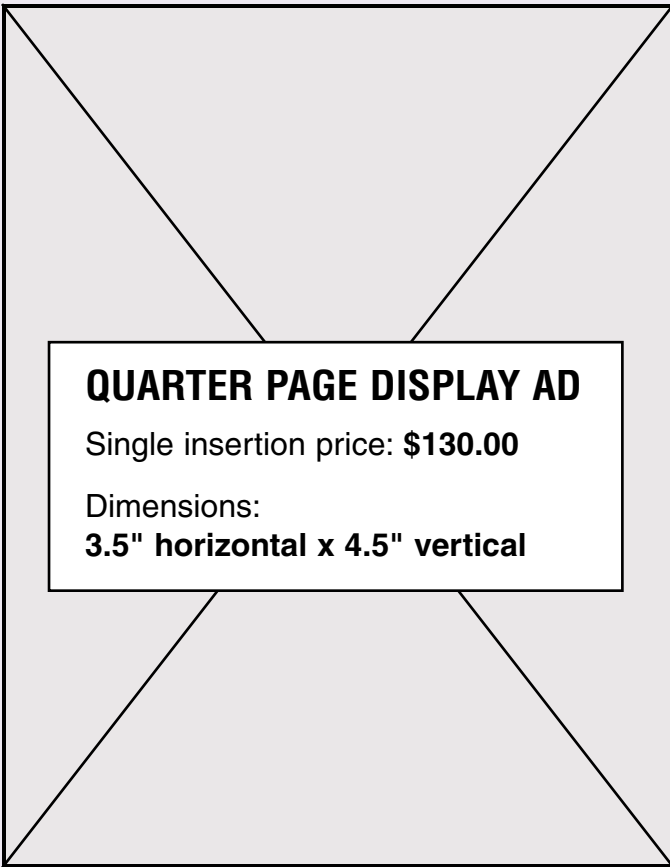
1. The Publisher reserves the right to reject any ad submission for inappropriateness to the newsletter's content, format, or intent. Additionally the Publisher may place a ceiling on the amount of advertising in any one issue.
2. If an ad submitted for publication cannot be run in an upcoming issue of the newsletter, the Publisher will hold the ad and run it in a future issue(s), unless the advertiser specifically requests that this not be done at time of ad submission to Publisher's agent.
3. **SUBMISSION DEADLINES:** An advertising order must be placed, payment must be made, and the electronic ad file must be received in good order on or before the first of the month preceding the publication issue. That is:

For insertion in the January issue December 1st advertising deadline

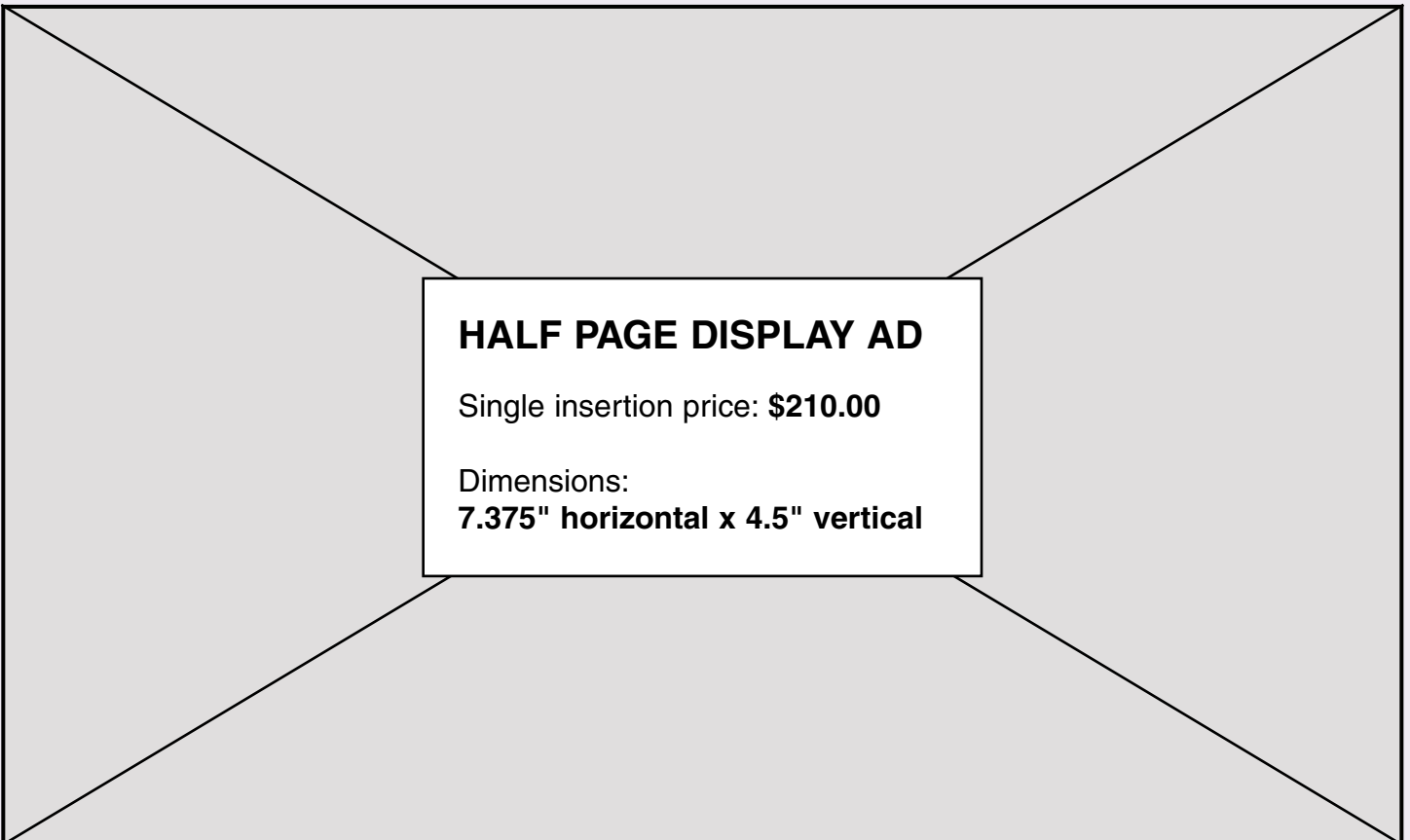
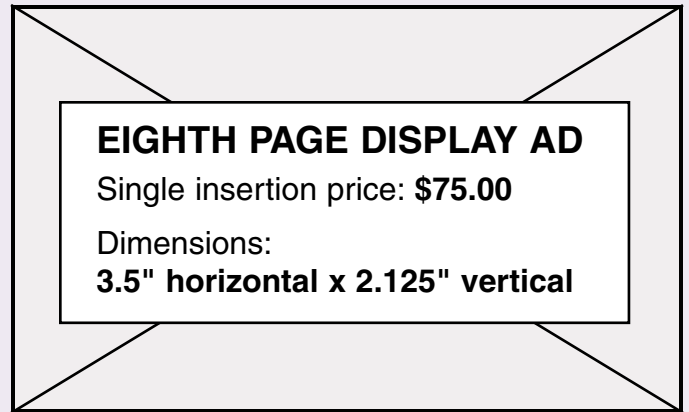
For insertion in the February issue January 1st advertising deadline

For insertion in the March issue February 1st advertising deadline

and so on. *Ads received after the first of the month will be held for publication in the next available issue.*



CIPA Signature
Display Advertising
Dimension Template
and
Single-Insertion Advertising Rates



FULL PAGE DISPLAY AD

Single insertion price: **\$360.00**

Dimensions:

7.375" horizontal x 9.375" vertical