



## **2020 Editorial Calendar, Advertising Rates and Insertion Guidelines**

### **Deadlines:**

All ad materials and copy must be received by the deadlines noted. Submission after the deadline will be considered for the placement in the following issue.

### **Payment:**

All submissions must be accompanied by pre-payment. Submissions without pre-payment will not be processed.

### **Agency Discounts:**

IKECA does not allow Agency discounts.

### **Cancellations/Refunds:**

No cancellations are accepted. All advertisements must be pre-paid and are non-refundable.

### **Artwork/Preferred Material:**

Advertisements must be provided in a compatible format specified by IKECA. Ads should be submitted via email as a high-resolution PDF or TIF file to *info@ikeca.org*. All PMS colors must be noted, or a reasonable substitution will be made. Resolution must be 300dpi. All ads submitted on disc must be accompanied by a proof copy. Disc must arrive at IKECA office by published deadline.

### **Color:**

All ads will be reproduced in color, unless submitted as black and white artwork.

### **Copy Regulations:**

All advertisements and copy are subject to approval. IKECA reserves the right to deny advertisements determined to be questionable or offensive.

### **All Contracts:**

Contracts for two-time placement will have ad position priority over those for one-time placement. Special requests for advertising placement will be considered on a first-come, first-served basis and cannot be guaranteed. IKECA reserves the right to run existing ads and ad copy unless new ad copy is provided by the specified deadlines.

### **2020 EDITORIAL CALENDAR**

<b>ISSUE</b>	<b>EDITORIAL DEADLINE</b>	<b>DISTRIBUTION DATE</b>
SPRING 2020	January 24, 2020	April 2020
FALL 2020	July 24, 2020	October 2020

All insertions received after the deadline will be processed and begin in the next available issue.

## ADVERTISING SIZE OPTIONS AND RATES

Ad Size	Member Rate per Issue	Non-member Rate per Issue	2 Issues (15% Discount)
<b>Full Page Ads (7.5" w x 10.5" h)</b>			
Premium Locations <ul style="list-style-type: none"> <li>• Inside Front Cover</li> <li>• Inside Back Cover</li> <li>• Outside Back Cover <i>(available on a first-come, first-served basis)</i></li> </ul>	\$750	\$850	Member: \$1,275 Non-member: \$1,445
Premium Location <ul style="list-style-type: none"> <li>• Full page center-spread</li> </ul>	\$1,150	\$1,250	N/A
Run of book	\$650	\$750	Member: \$1,105 Non-member: \$1,275
<b>Half Page Ads (horizontal) (7.5" w x 4.5" h)</b>			
Run of book	\$400	\$500	Member: \$680 Non-member: \$850

### ADVERTISING DEADLINES

In order to fulfill this advertising contract, artwork and payment must be submitted by the deadlines noted below:

- Spring 2020 Issue – April 2020
- Fall 2020 Issue – October 2020

### DISCOUNTS

Two-issue discount price is available when both issues are purchased with pre-payment on one advertising contract. A discount of 15% will be applied.

Questions? Contact IKECA's Director of Certification and Standards at [info@ikeca.org](mailto:info@ikeca.org)

Ready to secure your ad space? Complete the advertising contract on the following page.



## **IKECA JOURNAL ADVERTISING CONTRACT**

Note – if you wish to pay via credit card, please complete this process through our [online store](#).  
Please use this form if you wish to pay by check.

<b>Contact Name</b>			
<b>Company Name</b>			
<b>Street Address</b>			
<b>City</b>		<b>State/Province</b>	
<b>Postal Code</b>		<b>Country</b>	
<b>Telephone</b>		<b>Fax</b>	
<b>Email</b>			

Select your ad size, placement and frequency of ad purchased and fill in totals:

Size	Rate	1x	2x	Total
<b><u>Premium Locations – Full Page</u></b> <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover (1 available) <input type="checkbox"/> Outside Back Cover (1 available) <input type="checkbox"/> Center-spread - <small>(available on a first-come, first-served basis)</small>	<input type="checkbox"/> \$750: Member <input type="checkbox"/> \$850: Non-Member			
<b><u>Full Page Ad</u></b> <input type="checkbox"/> Run of book	<input type="checkbox"/> \$650: Member <input type="checkbox"/> \$750: Non-Member			
<b><u>Half Page Ad</u></b> <input type="checkbox"/> Run of Book	<input type="checkbox"/> \$400: Member <input type="checkbox"/> \$500: Non-Member			

### PAYMENT INFORMATION

**All applications must be accompanied by payment in US funds.  
Email completed form to [info@ikeca.org](mailto:info@ikeca.org)**

Check Enclosed *made payable to **IKECA** in US Dollars Only*

Check #: \_\_\_\_\_

***Please note that we cannot accept credit card payments via fax.***