



2021 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.

2021 EDITORIAL CALENDAR

ISSUE	EDITORIAL DEADLINE	DISTRIBUTION DATE
SPRING 2021	February 19, 2021	April 2021
FALL 2021	July 26, 2021	October 2021

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)
Full Page Ads (7.5" w x 10.5" h)			
Premium Locations <ul style="list-style-type: none"> • Inside Front Cover • Inside Back Cover • Outside Back Cover <i>(available on a first-come, first-served basis)</i> 	\$750	\$850	Member: \$1,275 Non-member: \$1,445
Premium Location <ul style="list-style-type: none"> • Full page center-spread 	\$1,150	\$1,250	N/A
Run of book	\$650	\$750	Member: \$1,105 Non-member: \$1,275
Half Page Ads (horizontal) (7.5" w x 4.5" h)			
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 2021 Issue – March 2021
- Fall 2021 Issue – October 2021

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

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.

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

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

Size	Rate	1x	2x	Total
<u>Premium Locations – Full Page</u> <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			
<u>Full Page Ad</u> <input type="checkbox"/> Run of book	<input type="checkbox"/> \$650: Member <input type="checkbox"/> \$750: Non-Member			
<u>Half Page Ad</u> <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**

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

Check #: _____

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