



2008 RESOURCE BOOK ADVERTISING RATES & CONTRACT

Please fax this form to
ISTA Headquarters: 517.333.3813

or Mail to:
1400 Abbott Road, Suite 160
East Lansing, MI 48823-1900 USA
517.333.3437 phone - www.ista.org

ADVERTISING PLACEMENT OPTIONS:

The 2008 Resource Book provides ad placement opportunities in the following two locations:

- Pages 1-14.**
4C & B/W options. Premium gloss stock.
Pages 1-14 contain information on ISTA, Membership, Officers/Directors/Staff and CPLP program.
- ISTA Certified Laboratory Directory**
4C & B/W options. Premium gloss stock.

AD SIZES & RATES:

Available Sizes	B/W	4 Color
<input type="radio"/> Full Page	\$1,300	\$1,840
<input type="radio"/> 2/3 Page Horizontal	\$1,140	\$1,615
<input type="radio"/> 2/3 Page Vertical	\$1,140	\$1,615
<input type="radio"/> 1/2 Page Horizontal	\$975	\$1,400
<input type="radio"/> 1/2 Page Vertical	\$975	\$1,400
<input type="radio"/> 1/3 Page Horizontal	\$615	\$940
<input type="radio"/> 1/3 Page Square	\$615	\$940
<input type="radio"/> 1/3 Page Vertical	\$615	\$940
<input type="radio"/> 1/4 Page Horizontal	\$520	\$815
<input type="radio"/> 1/4 Page Vertical	\$520	\$815
<input type="radio"/> 1/8 Page Horizontal	\$390	\$615
<input type="radio"/> 1/8 Page Vertical	\$390	\$615

ISTA CERTIFIED TESTING LABORATORIES ENHANCE YOUR LAB LISTING in the Lab Directory of the Resource Book.

- Add Company Logo** \$135 B&W \$215 4C
- Add Background Color** \$110
- Add Laboratory Description**
60 word maximum \$80
120 word maximum \$135
- Add Equipment Capacities & Capabilities** \$80
- FULL ENHANCEMENT Package**
Add your full color logo, a color background, 120 word lab description and your equipment capacities & capabilities for \$400. **(A \$140 SAVINGS!)**

IMPORTANT: PLEASE COMPLETE ALL FIELDS

Company _____

Contact Person _____

Address _____

City _____

State ZIP _____

Phone _____

Fax _____

Email _____

Website _____

PAYMENT OPTIONS:

- Payment enclosed. Please invoice after insertion.
- VISA Mastercard American Express

Credit Card # _____

Expire _____

Name on card _____

Signature _____

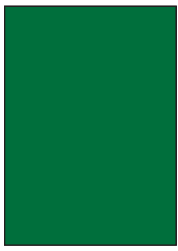
Address of card holder _____

Send invoice to: (if different than above company & contact person)

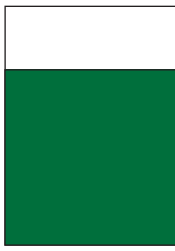
AD ARTWORK & LAB LISTINGS:

- Use existing artwork, no changes.
- New electronic artwork to come.

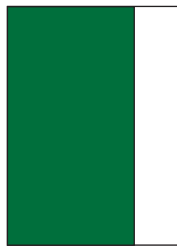
Resource Book AD SIZES



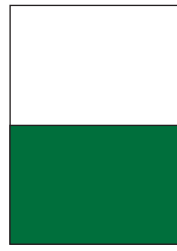
Full Page
7 1/2 x 9 1/2



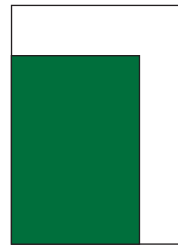
2/3 Page Horizontal
7 1/2 x 6



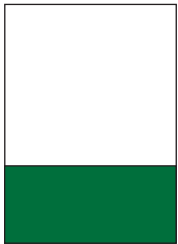
2/3 Page Vertical
4 5/8 x 9 1/2



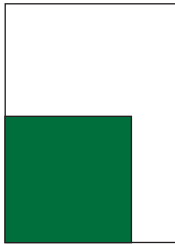
1/2 Page Horizontal
7 1/2 x 4 5/8



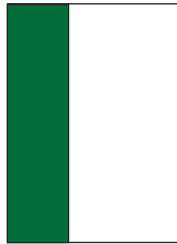
1/2 Page Vertical
4 5/8 x 7 1/2



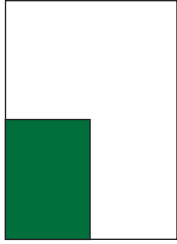
1/3 Page Horizontal
7 1/2 x 3



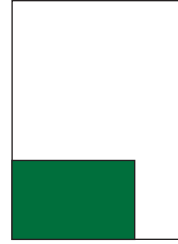
1/3 Page Square
4 5/8 x 4 5/8



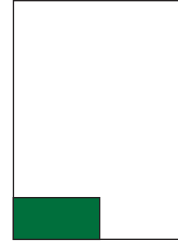
1/3 Page Vertical
2 1/2 x 9 1/2



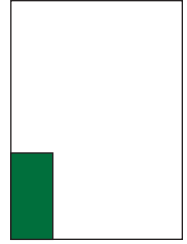
1/4 Page Vertical
3 5/8 x 4 5/8



1/4 Page Horizontal
4 5/8 x 3 5/8



1/8 Page Horizontal
3 5/8 x 2 1/8



1/8 Page Vertical
2 1/8 x 3 5/8

AD SPECS AND GENERAL INFORMATION

Digital Ad Specifications: The Resource Book is printed using computer-to-plate technology which delivers excellent image quality. Ad material should be submitted in a digital or electronic format.

Accepted document formats: Ads created in QuarkXpress, Adobe PageMaker, Adobe InDesign, Adobe Illustrator and Adobe Photoshop should be converted to one of our accepted formats, PDF, EPS or TIFF to ensure that they print correctly. Please either embed all fonts or convert all fonts to outlines. We do not accept files created in Microsoft Word, Publisher or PowerPoint. Call Kathy to discuss other format options since most formats can be accommodated.

Fonts: Include all PostScript fonts - both screen and printer.

Images: Include all placed images, making sure that each is in CMYK mode, 300 dpi and saved as a TIFF or an EPS image.

Proof: All ads should include an actual size color proof of the final file.

Production Charges: Any requested production work, including ad copy/photo changes will be charged to the advertiser at a rate of \$45/hour.

Advertising Policy: Every effort will be made to accommodate the advertisers request for positioning and placement in all advertising mediums. The policy of first right of refusal will apply to all premium ad placements. Payment may either accompany your advertising materials or you may be invoiced following the release of the publication. Terms are net 30 days.



Ad materials should be sent to:

ISTA Headquarters
Attn: Kathy Joneson
1400 Abbott Road, Suite 160
East Lansing, MI 48823-1900

517.333.3437 ext. 214 phone
517.333.3813 fax

kjoneson@ista.org
www.ista.org