



ADVERTISING RATES & CONTRACT 2006

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 opportunities are available in the PreShipment Testing Newsletter, as Website Banner Ads or in the iNews.

NEW for 2006!!

Now when you advertise in the PST Newsletter we'll place a direct link from your ad to your company website once we place the PDF version of the newsletter on the ISTA Website. This new feature is being offered **free of charge!**

IMPORTANT: CHECK ALL THAT APPLY

ADVERTISING MEDIUMS:

- PST Newsletter** (4 issue contract) See rates below.
- Website Banner Ad** See rates on page 2.
Number of Ads (up to 7): _____
 1 mth 3 mths 6 mths 12 mths
- iNews** (published monthly) See rates on page 2.
Number of months: _____

IMPORTANT: Since the Resource Book is now published at the end of the year, advertising opportunities will not be considered for this publication until that time.

SIZES & RATES FOR PST:

Size	PST	Color
<input type="radio"/> Full Page	\$780 (x4)	<input type="radio"/> +195
<input type="radio"/> 2/3 Page Horizontal	\$600 (x4)	<input type="radio"/> +150
<input type="radio"/> 2/3 Page Vertical	\$600 (x4)	<input type="radio"/> +150
<input type="radio"/> 1/2 Page Horizontal	\$480 (x4)	<input type="radio"/> +120
<input type="radio"/> 1/2 Page Vertical	\$480 (x4)	<input type="radio"/> +120
<input type="radio"/> 1/3 Page Horizontal	\$375 (x4)	<input type="radio"/> +95
<input type="radio"/> 1/3 Page Square	\$375 (x4)	<input type="radio"/> +95
<input type="radio"/> 1/3 Page Vertical	\$375 (x4)	<input type="radio"/> +95
<input type="radio"/> 1/4 Page Horizontal	\$295 (x4)	<input type="radio"/> +75
<input type="radio"/> 1/4 Page Vertical	\$295 (x4)	<input type="radio"/> +75
<input type="radio"/> 1/8 Page Horizontal	\$175 (x4)	<input type="radio"/> +50
<input type="radio"/> 1/8 Page Vertical	\$175 (x4)	<input type="radio"/> +50

NON-ISTA MEMBER ADVERTISERS

- A 15% surcharge will be added to all advertising rates. Please call ISTA Headquarters to discuss.

AD ARTWORK:

- Use existing artwork, no changes.
- New artwork to come - **electronic files only please.**

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)



PRESHIPMENT TESTING NEWSLETTER

This dependable, well-read source of transport packaging news and information keeps packaging professionals informed, involved and connected to the industry. Includes technical articles, member and industry news, and regular features such as the Certification Corner, New Members, Upcoming Events and Spotlights on ISTA Suppliers, Certified Laboratories and Members. 28 page, published 4 times a year. Four color and B/W ads are available. Circulation 2000+. **Rates on page one.** If you'd like a copy of this publication, please contact ISTA Headquarters.



ISTA WEBSITE - BANNER ADS

www.ista.org

Target your audience with distinctive banner ads in key ISTA Website pages. ISTA website is visited daily by packaging professionals. It's easy and affordable to add Web Advertising to your ad program.

Website Banner Ad Rates:

Number of Ads placed	1 month	3 months	6 months	12 months
1-3	\$125	\$325	\$600	\$1,100
4-7	\$90	\$245	\$450	\$800

All placements subject to availability. Call ISTA Headquarters for available spaces and pixel sizes. Static GIF or JPEG, or animated GIF, up to 25K file size.



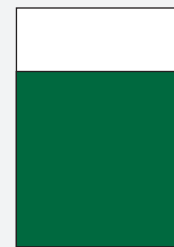
INEWS - ELECTRONIC NEWSLETTER

iNews provides ISTA members with updates on important news and trends in the packaging industry. The iNews is being published monthly and is sent directly to subscribers email addresses. Ad includes your company's logo, 15 word description and a link to your company's website. **Rate: \$125 each month.**

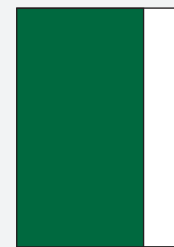
PST AD SIZES



Full Page
7 1/2 x 9 1/2



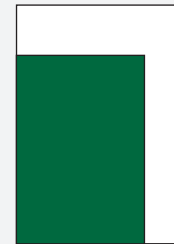
2/3 Page Horizontal
7 1/2 x 6



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



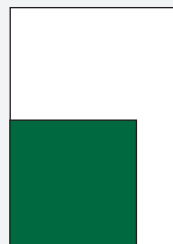
1/2 Page Horizontal
7 1/2 x 4 5/8



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



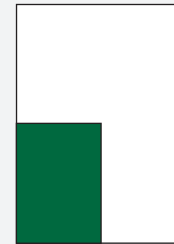
1/3 Page Horizontal
7 1/2 x 3



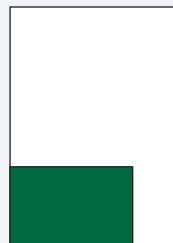
1/3 Page Square
4 5/8 x 4 5/8



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



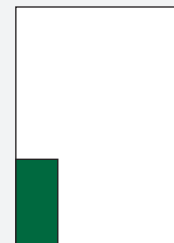
1/4 Page Vertical
3 5/8 x 4 5/8



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

Digital Ad Specifications: The PST Newsletter 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: 4C ads - PC and Mac-based Quark files. PDF's are also accepted. 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 in addition to the regular space rate.

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 phone
517.333.3813 fax
kjoneson@ista.org