



Advertising Rates

FULL (4-COLOR PROCESS) SPACE RATES

Size	1 ad/year	2 ad/year	3 ad/year	4 ad/year
Full Page	\$3,000.00	\$2,700.00	\$2,400.00	\$2,250.00
1/2 Page	\$1,950.00	\$1,755.00	\$1,560.00	\$1,460.00
1/4 Page	\$1,500.00	\$1,350.00	\$1,200.00	\$1,125.00
Inside Covers	\$3,500.00	\$3,150.00	\$2,800.00	\$2,625.00
Back Cover	\$4,000.00	\$3,600.00	\$3,200.00	\$3,000.00

MECHANICAL REQUIREMENTS

Size	Width	Length
Full Page	8 1/2"	11"
1/2 Horizontal	8 1/2"	5 1/2"
1/2 Vertical	5"	9"
1/4 Horizontal	5"	4 1/2"
1/4 Vertical	4 1/2"	5"

Live area: 7" X 9 5/8"

Trim Size: 8 1/2" X 11"

Bleed Size: 8 3/4" X 11 1/4"

Halftone Screen: 133 lines up to 150 lines

OTHER RATES – PROOFS – REVISIONS

For guaranteed position, add 10% to space rate.
Revisions of an existing ad are the responsibility of the advertiser or ad agency.

AD SUBMISSION REQUIREMENTS

Electronic artwork as a high-resolution, press optimized PDF file is preferred. Ad material on CD or via email is accepted. All disks submitted must include a print out of the ad.

If electronic, camera-ready, fully completed artwork is not available; ad composition is available by IMA in-house staff at the cost of \$50 per hour.

TERMS

Payment due upon receipt of invoice, 2% per month interest charged on accounts over 30 days.

AD AGENCY COMMISSIONS

All prices are gross. If requested and indicated on the contract, a 15% commission/discount will be offered to advertising agencies.

CANCELLATIONS

In the event of cancellation of a contract, the client agrees to repay the Illinois Manufacturers' Association any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions are noncancelable. All cancellations must be received in writing prior to the advertising sales deadline.