

Wisconsin School Counselor Association *Counselink Magazine*

2008 Advertising Rate Card

Circulation: The Wisconsin School Counselor Association magazine is mailed to approximately 1,500 Wisconsin School Counselor members.

Published: The Wisconsin School Counselor Association magazine is published four times per year. The issue dates are Spring, Summer, Fall and Winter.

AD RATES – PER INSERTION (all ads are 4-color)

Four Color	1X	2X	3X	4X
Cover 2 (inside front cover)	\$1,110	\$1,055	\$1,002	\$ 952
Cover 4 (outside back cover)	\$1,156	\$1,098	\$1,043	\$ 991
Full Page	\$ 925	\$ 879	\$ 835	\$ 793
1/2 Page	\$ 555	\$ 527	\$ 501	\$ 476

CLOSING DATES

Issue Date	Insertion Order Due	Advertising Material Due
Spring 2008	Feb. 13, 2008	Feb. 20 , 2008
Summer 2008	May 14, 2008	May 21, 2008
Fall 2008	Aug. 14, 2008	Aug. 21, 2008
Winter 2008	Nov. 14, 2008	Nov. 21, 2008

MECHANICAL REQUIREMENTS:

(Magazine trim size is 8 3/8 wide x 10 7/8 high)

Cover 2 & 4: 7 3/8" wide x 9 7/8" high (non-bleed) or 8 5/8" wide x 11 1/8" high (bleed)

Full Page: 7 3/8" wide x 9 7/8" high (non-bleed) or 8 5/8" wide x 11 1/8" high (bleed)

1/2 Page: 7 3/8" wide x 4 3/4" high

Media: High resolution (300 dpi) PDF preferred. Please e-mail to ken@adguidance.com

Billing: Ads will be invoiced for each issue individually when magazine is printed. Total billing due and payable within 30 days of invoice. All cancellations must be in writing prior to insertion deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

Wisconsin School Counselor Association
Counselink Magazine

2008 Advertising Insertion Order Form

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different than above) _____

Ad Insertion for: (check all that apply)

Spring '08 Issue

Cover 2 Cover 4 Full Page 1/2 Page

Summer '08 Issue

Cover 2 Cover 4 Full Page 1/2 Page

Fall '08 Issue

Cover 2 Cover 4 Full Page 1/2 Page

Winter '08 Issue

Cover 2 Cover 4 Full Page 1/2 Page

PAYMENT:

\$ _____ (rate) X _____ (# of insertions) = \$ _____

Signature

Date

Please fax insertion order form and e-mail ad copy to:

Ad Guidance, Inc., Ken Cibroski
283 Whistlewood Lane • Winchester, VA 22602
Toll Free: 1-877-965-7492 • Fax: 1-877-562-9189

GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.