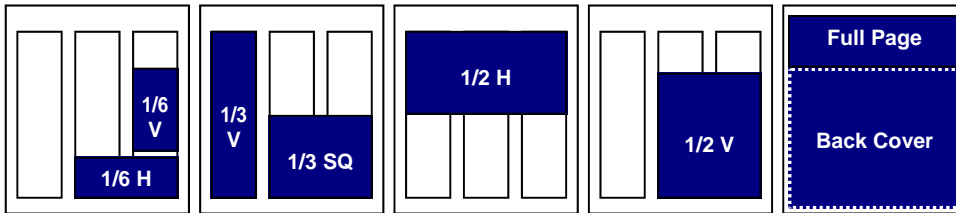


# WBC E-Bulletin\* Advertising Space Contract



Contact: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## AD SIZES



1/6 horizontal	4.43" w x 2" h
1/6 vertical	2.1" w x 4.2" h
1/3 square	4.43" w x 4.2" h
1/3 vertical	2.1" w x 8.6" h
1/2 horizontal	6.75" w x 4.2" h
1/2 vertical	4.43" w x 6.38" h
Back Cover	8.0" w x 7.5" h
Full Page	8.25" w x 10.75" h
Full Page + bleed	8.5" w x 11" h
	+ .125" bleed

Magazine trim size: 8.5" w x 11" h - Live area: 8.375" w x 10.875" h

\* **Electronic:** WBC *Bulletin* is sent only electronically. **Color Ads:** Covers only (CMYK available for covers). **Black & Ads:** Ads must be set up in Black and White or Grayscale at proper ad dimension. Raster elements should be prepared at 300 dpi at 100% ad size.  
**File Formats Accepted:** (1) PDF file that has high resolution for printing (300dpi). Most desktop publishing software can generate this type of file, either as a "save as" or "export". (2) PDF/X-1a:2001 format (preferred file format for file submission.) Use the PDF/X-1a default settings. The PDF/X-1a setting specifies that all fonts and images must be embedded with an output resolution of 2400 dpi and raster elements set at 300 ppi. For more information on PDF/X-1a:2001 format: [http://partners.adobe.com/public/asn/en/print\\_resource\\_center/PDFX.pdf](http://partners.adobe.com/public/asn/en/print_resource_center/PDFX.pdf) (3) Grayscale jpg or tif at 300 dpi at 100% ad size. Jpg should be saved with maximum quality setting.

**WE DO NOT ACCEPT APPLICATION FILES (such as QuarkXpress, InDesign, Microsoft Word, Publisher and PowerPoint)**

## WBC MEMBER RATES

Advertisement Size & Rates Per Issue (please check one)

1 Time    3 Times    6 Times

### Black & White or Color

1/6 horizontal or vertical .....	<input type="checkbox"/> \$155 .....	<input type="checkbox"/> \$130 .....	<input type="checkbox"/> \$110
1/3 vertical or square .....	<input type="checkbox"/> \$230 .....	<input type="checkbox"/> \$190 .....	<input type="checkbox"/> \$150
1/2 horizontal or vertical .....	<input type="checkbox"/> \$430 .....	<input type="checkbox"/> \$350 .....	<input type="checkbox"/> \$290
Full Page .....	<input type="checkbox"/> \$630 .....	<input type="checkbox"/> \$510 .....	<input type="checkbox"/> \$410
Inside Front Cover .....	<input type="checkbox"/> \$730 .....	<input type="checkbox"/> \$590 .....	<input type="checkbox"/> \$480
Inside Back Cover .....	<input type="checkbox"/> \$730 .....	<input type="checkbox"/> \$590 .....	<input type="checkbox"/> \$480
Back Cover .....	<input type="checkbox"/> \$830 .....	<input type="checkbox"/> \$670 .....	<input type="checkbox"/> \$540

## NON-MEMBER RATES

Advertisement Size & Rates Per Issue (please check one)

1 Time    3 Times    6 Times

### Black & White or Color

1/6 horizontal or vertical .....	<input type="checkbox"/> \$210 .....	<input type="checkbox"/> \$176 .....	<input type="checkbox"/> \$149
1/3 vertical or square .....	<input type="checkbox"/> \$311 .....	<input type="checkbox"/> \$257 .....	<input type="checkbox"/> \$203
1/2 horizontal or vertical .....	<input type="checkbox"/> \$581 .....	<input type="checkbox"/> \$473 .....	<input type="checkbox"/> \$392
Full Page .....	<input type="checkbox"/> \$851 .....	<input type="checkbox"/> \$689 .....	<input type="checkbox"/> \$554
Inside Front Cover .....	<input type="checkbox"/> \$986 .....	<input type="checkbox"/> \$797 .....	<input type="checkbox"/> \$648
Inside Back Cover .....	<input type="checkbox"/> \$986 .....	<input type="checkbox"/> \$797 .....	<input type="checkbox"/> \$648
Back Cover .....	<input type="checkbox"/> \$1121 .....	<input type="checkbox"/> \$905 .....	<input type="checkbox"/> \$729

### PLEASE CHECK DESIRED MONTH(S)

- Dec/Jan     Feb/Mar     Apr/May  
 Jun/Jul     Aug/Sep     Oct/Nov

NEW AD ENCLOSED

PICK UP MY CURRENT AD

## ADVERTISING POLICIES

**Reservation and Artwork Due Date:** Reservation and artwork must be received before the 5th day of the month preceding the publication.

**Publication Months:** *Bulletin* publication months and frequency subject to change. Ads may be moved to following issue when necessary.

**Cancellations:** Cancellations must be received in writing at least two weeks prior to publication.

**Copy Acceptance:** All advertising is subject to publisher's approval and agreement to indemnify and protect the publisher from loss or expense resulting from claims based on the content of such advertisement.

**Production Charges:** Work performed on ads will be charged **AT COST** to the advertiser or advertising agency.

**Payment Terms and Conditions:** Payment for all space is due 30 days from the date of publisher's invoice. A finance charge of 1.5% per month will be assessed for all invoices over 30 days. Advertisers more than 60 days in arrears must pay outstanding invoices of more than 60 days before current insertions can be placed.

**Shipping Instructions:** Please send form and artwork materials to: **Washington Building Congress, 1100 Vermont Ave, NW, Suite 700, Washington, DC 20005-6327. Phone: (202) 293-5922 \* Fax: (202) 429-1922 \* [bulletin@wbcnet.org](mailto:bulletin@wbcnet.org) \* [www.wbcnet.org](http://www.wbcnet.org)**