



ADVERTISING INSERTION ORDER—Print and Online *ASEV reserves the right to refuse any ad.*

DATE: _____

CLIENT NAME: _____

BILLING ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____ YOUR REFERENCE NUMBER: _____

ADVERTISING RATES

PRINT: Please circle size & rate (black ink only):

• Quarter Page—\$220 • Half Page—\$390 • Full Page—\$570 • Inside Front/Back Cover Full Page—\$800

10% discount for ASEV members and on insertion orders for 4 or more issues.

4-color process and full bleed available on full page ads only, subject to current printing costs and ad design. Please inquire for rates.

ONLINE (www.ajevonline.org):

- 3-month Skyscraper Ad with hyperlink – \$800. (Appears on bottom right of home page, journal current issue and archive pages, and Papers in Press page. Runs in rotation.)
- 3-month Leaderboard Ad with hyperlink – \$1,200. (At the top of all website pages. Runs in rotation.)

PRINT ISSUE DATES AND DEADLINES

Please check issue(s) to be reserved	Insertion order due:	Ad file due:
<input type="checkbox"/> Vol. 72, No. 2 (April 2021)	1 March 2021	15 March 2021
<input type="checkbox"/> Vol. 72, No. 3 (July 2021)	1 June 2021	15 June 2021
<input type="checkbox"/> Vol. 72, No. 4 (October 2021)	1 September 2021	15 September 2021
<input type="checkbox"/> Vol. 73, No. 1 (January 2022)	1 December 2021	15 December 2021
<input type="checkbox"/> Vol. 73, No. 2 (April 2022)	1 March 2022	15 March 2022
<input type="checkbox"/> Vol. 73, No. 3 (July 2022)	1 June 2022	15 June 2022
<input type="checkbox"/> Vol. 73, No. 4 (October 2022)	1 September 2022	15 September 2022

ONLINE AD RESERVATION

- 3-month Skyscraper Ad to run _____ (mth/day/yr) to _____ (mth/day/yr)
Hyperlink for Ad: _____
- 3-month Leaderboard Ad to run _____ (mth/day/yr) to _____ (mth/day/yr)
Hyperlink for Ad: _____

ADVERTISING SPECIFICATIONS Please submit advertising materials in a digital format.

PRINT: Acceptable file types are high-resolution (300 dpi, actual size) EPS, TIFF, or PDF files formatted for Windows. Adobe InDesign, Photoshop, or Illustrator files are also acceptable, but all fonts, images, and any other digital files needed for output must be included. If uncertain of format or program being used, contact us for compatibility. Please provide a composite or proof copy of the ad as it should appear when printed.

ONLINE: Skyscraper ads must be 300 (W) x 250 (H) pixels, 72 dpi. Leaderboard ads must be 728 (W) x 90 pixels (H), 72 dpi. Ads can include a link to your website or product information. Acceptable file types are JPEG, GIF, and PNG.

CONTACT (NAME) _____ EMAIL _____

PHONE _____ FAX _____

AUTHORIZED SIGNATURE _____ DATE _____

An invoice for total due will be issued once insertion order and materials have been approved. No endorsement will be inferred for any ad.

AD SIZES

