

ADVERTISING INSERTION ORDER



QUAIL UNLIMITED 27th Annual Conservation Celebrity Event

January 24-26, 2013 • Albany, Georgia

P.O. Box 70518 • Albany, GA 31708

Phone (229) 883-3209

Ad design or questions contact dtilton@qu.org

Fax (229) 883-3979

TODAY'S DATE

QU REPRESENTATIVE

ADVERTISER'S NAME/COMPANY

CONTACT PERSON

ADDRESS

CITY

STATE

ZIP

PHONE

EXT

FAX

EMAIL ADDRESS

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

Closing Date: 12/10/12 • Materials Due: 12/15/12

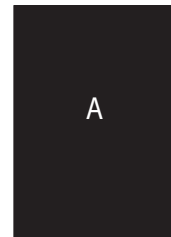
Program Size: 8 1/4" x 10 7/8" Trim Size • Line Screen 150

AD RATES FOR 2013 CELEBRITY EVENT PROGRAM

| BLACK/WHITE | COVERS |
|-----------------------|--|
| Full Page \$750 | 2nd Cover <i>inside front cover</i> ...\$1,000 |
| 1/2 Page \$500 | 3rd Cover <i>inside back cover</i> ...\$1,000 |
| 1/4 Page \$250 | 4th Cover <i>back cover</i>\$1,500 |

- To create ads, additional 20%
- Bleed size" 8.75" x 11.25"

AD DIMENSIONS



A. Full Page
7.25" x 9.875"

B. Half Page
7.25" x 4.75"

C. 1/4 Page Vertical
3.5" x 4.75"

AD SIZE: FULL PAGE COVER 2 - 3 - 4 HALF PAGE 1/4 PAGE

CAMERA READY PHOTOGRAPH ENCLOSED

Pick up from last year's program from page _____. Note changes below if any.

ADDITIONAL COST(s): \$_____ (if any) TOTAL DUE: \$_____

CHECK ENCLOSED Please bill my American Express MasterCard VISA

CARD NUMBER

EXPIRATION

SIGNATURE

TODAY'S DATE

AMOUNT ENCLOSED \$

Advance payment is required with insertion order.

ADDITIONAL COMMENTS/SPECIAL INSTRUCTIONS/CHANGES: _____

AUTHORIZED BY:

NAME

TITLE

CANCELLATIONS AND/OR CHANGES NOT ACCEPTED AFTER CLOSING DATE

SUBMISSION GUIDELINES

COPY - If you are submitting copy to be placed in an ad QU will be creating for you, we ask that it be submitted on CD-ROM or b e-mail in Microsoft Word (*.doc) or Text (*.txt) format. If providing a digital copy is not possible, please type or print legibly the text you would like to see appear in your ad.

GRAPHICS - Each graphics submitted digitally (photos, line art, logos) must have a resolution of 300 dpi (dots per inch) at 100% for printing purposes. Do not scale images up to fit criteria, as image degradation will occur. Black and white photos should be saved as grayscale. Graphics can be sent in .PDF format. Photos can be provided in Encapsulated Postscript (*.eps), TIFF (*.tif), JPEG (*.jpg) format (compression level 8 or better). If sending a logo, please provide a print out or lineart proof of your logo.

MEDIA - Quail Unlimited is equipped to receive adson DVDs, CDs. Please be sure to provide a black and white proof of your ad along with the disc you send.

FONTS - If submitting an ad on disc, you must be sure to include all fonts used in publication on the disc provided. Failure to provide fonts can possibly affect the final output of your ad. If you cannot send the fonts, please be sure to include a list of all fonts used. Do not use menu styles for stylizing the text. Use the actual fonts to achieve the desired results. If you are using a postscript font, please include the printer font and the screen fonts. If you do not have any of the programs listed below, submit copy as Simple Text or ASCII (PC only).

PROGRAMS - Quail Unlimited's production department uses Adobe Illustrator CS, Adobe Photoshop CS, Adobe Acrobat, Adobe Indesign CS