

ADVERTISING POLICY

Advertising is subject to editorial approval.

Only display advertisements will be accepted. Minimum size is 1/4 page.

Illustrations are welcome but optional. Halftone screens up to 133 lines may be used.

Mounted camera-ready copy is preferred; there will be additional charge for printer make-up.

All copy is printed at 10% reduction.

A postcard or pre-folded sheet (maximum size 8 1/2" x 4" double fold or 8 1/2" x 3" triple fold) supplied by advertiser may be inserted in the Journal mailer.

Mailing labels (in ZIP order) for the ARSC mailing list are available.

Advertising Rates

Display Advertisements - Per Issue

Full page (8 1/2" x 6" printed)	\$75.00
Half page (4 1/4" x 6" or 8 1/2" x 3" printed)	50.00
Quarter page (3" x 4 1/4" printed)	30.00

A 10% discount will be offered for prepaid display advertisements which are run in three or more consecutive issues. The advertiser is protected for a minimum of six months in the event of a rate revision. A space contract in effect will be honored for its duration.

Card or Folder Insertion - Per Issue \$100.00

Mailing labels - per set \$75.00

Order from Executive Director ARSC. P. O. Box 3746, Silver Spring, MD 20901.