

## ADVERTISING POLICY

### *Advertising Rates*

Full page	4 1/2" x 7 1/8"	\$100.00
Half page horizontal	4 1/2" x 3 1/2"	\$ 65.00
Half page vertical	2 1/8" x 7 1/8"	\$ 65.00
Quarter page	2 1/8" x 3 1/2"	\$ 40.00
Covers (when available)	4 1/2" x 7 1/8"	\$200.00

Display advertising only; no classifieds available (inquire about classifieds in the *Newsletter*).

Discounts: 15% to outside advertising agencies.  
10% on two or more consecutive insertions.

### *Mechanical Requirements*

Copy is accepted in the following formats: 1) Pagemaker desktop-publishing software or most word-processing software, accompanied by hard copy; 2) mounted, camera-ready copy, halftone screens up to 133 lines may be used; 3) typewritten copy (text only; no logos or illustrations) to be typeset by the publisher. Add \$20.00 for publisher typesetting.

### *Deadlines*

Insertion orders, and computer or camera-ready copy: February 1 for spring issue; September 1 for fall issue. For publisher typesetting allow two extra weeks.

### *Regulations*

All advertising subject to editorial approval. Telephone orders must be confirmed in writing. All artwork will be disposed of six months after publication unless we are specifically instructed to the contrary. Contracts and individual insertions may be cancelled up through the closing date for the issue; ads cancelled after this date will be billed at the regular space rate.

*Correspondence, advertising copy, and illustrations should be addressed to:*

Charles Haddix  
ARSC Advertising Manager  
Miller Nichols Library  
5100 Rockhill Road  
Kansas City, MO 64110-2499  
(816) 235-2798  
FAX (816) 333-5584

### *Inserts*

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 the advertiser may be inserted in the *Journal* for \$145.00 per insertion. Inquiries should be sent to:

Ted P. Sheldon  
Editor, *ARSC Journal*  
Miller Nichols Library  
5100 Rockhill Rd.  
Kansas City, MO 64110-2499  
(816) 235-1531