

ARSC JOURNAL ADVERTISING POLICY

The ARSC Journal accepts advertising for goods and services of interest to members of ARSC, and encourages advertising as a means to inform readers about products and services and to foster product communication between vendor and buyer. The ARSC Journal will adhere to all ethical and commonly accepted advertising practices and will ensure that its practices conform to Association policy. The ARSC Journal reserves the right to reject any advertisement deemed not relevant or consistent with the above or to the aims and policies of ARSC.

Advertising Rates

Rates subject to change without notice.

Full page	4 1/2" x 7 1/8"	\$200
Half page horizontal	4 1/2" x 3 1/2"	150
Half page vertical	2 1/8" x 7 1/8"	150
Quarter page	2 1/8" x 3 1/2"	100
Inside covers (when available)	4 1/2" x 7 1/8"	350

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

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 for \$150 per insertion.

Discounts

10% member discount, with an additional 10% discount for prepaid multiple insertions; not to exceed 20% total discount.

20% on two or more consecutive insertions; orders must be prepaid in full, for publisher typesetting of ad material, ad \$50.00 (text only, no logos or illustrations).

Mechanical requirements

1. If submitted on disk, Pagemaker or QuarkXPress software preferred, but most popular word-processing programs can be converted. Disk must include all fonts and be accompanied by hard copy.
2. Mounted, camera-ready copy, negative, right reading, emulsion-down preferred; halftone screens up to 133 lines may be used.
3. Typewritten copy (text only, no logos or illustrations) to be typeset by the publisher for \$50.00 additional fee.

Deadline

Insertion orders, and computer or camera-ready copy:

April 1 for spring issue

October 1 for fall issue

For publisher typesetting allow two extra weeks.

Regulations

All advertising subject to editorial approval. All orders must be paid in full by the stated deadlines. 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 (i.e., contact information)

Correspondence, advertising copy, and illustrations should be addressed to:
Martin Fisher

ARSC Journal – Advertising Order

4816 Foley Drive

Nashville, TN 37211

phone: 615.315.0611 (Residence)

phone: 615.898.5509 (Business)

e-mail: <nipper@infionline.net> (Residence)

e-mail: <wmfisher@mtsu.edu> (Business)