



JOURNAL ADVERTISEMENT REQUEST FORM

Illinois Reading Council Journal

CONTACT INFORMATION

Company Name: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Email Address: _____
Phone: _____ Fax: _____

AD SPECIFICATIONS

JOURNAL ISSUE (CIRCLE ONE): Winter Spring Summer Fall _____ (Year)

BLACK & WHITE:

- _____ 2 Page Center Spread.....\$1,250.00
- _____ 2 Page Spread.....\$1,000.00
- _____ Full Page.....\$500.00
- _____ 1/2 Page Vertical.....\$250.00
- _____ 1/2 Page Horizontal.....\$250.00
- _____ 1/4 Page.....\$150.00

DIMENSIONS (LIVE AREA):

- Full Page.....7 1/2" width x 9 1/2" height
- 1/2 Page Vertical.....3 1/2" width X 9 1/2" height
- 1/2 Page Horizontal.....7 1/4" width X 4 1/2" height
- 1/4 Page.....3 1/2" width X 4 1/2" height

TOTAL DUE: _____

DEADLINES FOR SUBMITTING ADS:
WINTER: September 1 (mailed in December)
SPRING: December 1 (mailed in March)
SUMMER: April 1 (mailed in June)
FALL: June 1 (mailed in September)

Send advertisements camera ready for black and white reproduction either on a disk with this form or by email to ads@illinoisreadingcouncil.org. Ads should be scanned or created at 300 dpi and submitted as a PDF file with all fonts and graphics correctly embedded. All ads will be non-bleed. Please include a hard copy of the ad with the submission of this form. IRC reserves the right to refuse any ad without assigning reason.

Make checks payable to IRC and return this form, ad and payment to:
Illinois Reading Council
203 Landmark Drive, Suite B
Normal, IL 61761
or fax to: (309) 454-3512

Method of Payment: (Sorry, no P.O.'s accepted.) Check (payable to IRC) Credit Card (Visa, MasterCard, Discover)

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Signature _____
Credit Card Expiration Date: Mo _____ Yr. _____

Name of Cardholder: _____
Address: _____
City: _____ State: _____ Zip: _____