

JOURNAL ADVERTISEMENT REQUEST FORM

Illinois Reading Council Journal

Date: _____ Journal Issue (**circle one**): Spring Summer Fall Winter

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Extension: _____

Ad Specifications (Please Check One)

<u>Ad Size and Location</u>	<u>Live Area</u>	<u>Height X Width</u>	<u>Rate</u>
_____ Inside Front Cover	Live Area	9 1/2" X 7 1/2"	\$800.00
_____ Inside Back Cover	Live Area	9 1/2" X 7 1/2"	\$800.00
_____ 2 Page Center Spread	Live Area	9 1/2" X 15 1/2"	\$1200.00
_____ 2 Page Spread	Live Area	9 1/2" X 15 1/2"	\$700.00
_____ Full Page	Live Area	9 1/2" X 7 1/2"	\$400.00
_____ 1/2 Page Vertical	Live Area	9 1/2" X 3 1/2"	\$250.00
_____ 1/2 Page Horizontal	Live Area	4 1/2" X 7 1/4"	\$250.00
_____ 1/4 Page Vertical	Live Area	4 1/2" X 3 1/2"	\$150.00

Special Instructions (Please be specific): _____

_____ Ad Enclosed _____ Payment Enclosed Amount \$: _____

Make checks payable to: **Illinois Reading Council**

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

Send form, ad, and payment no later than following submission due date(s) to: Illinois Reading Council
 1210 Fort Jesse Rd., Suite B2
 Normal, IL 61761-1836
 Telephone: 309-454-1341
 Toll-free: 1-888-454-1341
 Fax: 309-454-3512

Journal Deadlines for Submitting Advertisements are:
 Spring: **December 10**
 Summer: **April 4**
 Fall: **July 6**
 Winter: **September 28**