

Illinois Press Association 2X2 NETWORK INSERTION ORDER

900 Community Drive Springfield, IL 62703 Phone: 217-241-1700 Fax: (217) 241-1701

Run Week of: _____

Participating Newspaper: _____ Phone: _____

Advertiser: _____

Ad Rep: _____

Circle ZONE Choices BELOW:

STATEWIDE

Northwest

Chicagoland

Central West

Central East

Southwest

Southeast

Daily ADD-ON Newspapers:

ZONE COST: _____ ADD ON Cost: _____ TOTAL DUE: _____

	<u>Rates</u>	<u>Amount Kept by Newspapers</u>	<u>Amount Paid to IPAS</u>
STATEWIDE	\$1600.00	\$800.00	\$800.00
Chicagoland+4 zones	\$1500.00	\$750.00	\$750.00
Chicagoland+3 zones	\$1350.00	\$675.00	\$675.00
Chicagoland+2 zones	\$1050.00	\$525.00	\$525.00
Chicagoland+1 zone	\$750.00	\$375.00	\$375.00
Chicagoland Only	\$410.00	\$205.00	\$205.00
All but Chicagoland	\$1450.00	\$725.00	\$725.00
Any 4 zones (No Chicago)	\$1300.00	\$650.00	\$650.00
Any 3 zones (No Chicago)	\$1000.00	\$500.00	\$500.00
Any 2 zones (No Chicago)	\$700.00	\$350.00	\$350.00
Any 1 zone (No Chicago)	\$360.00	\$180.00	\$180.00
DAILY ADD-ON	\$50.00 (per paper)	\$12.50	\$37.50

2X4 Ads available at double the price shown above.

DEADLINE: Tuesday by 5PM the week prior to running. Space reservations accepted by fax (217) 241-1701 or email.

AD COPY: Copy accepted as a PDF only. **Email PDF to cfrank@illinoispress.org.** PDF MUST HAVE FONTS EMBEDDED AND ALL COLOR REMOVED. MAKE SURE PDF IS SENT AS BLACK AND WHITE ONLY.

PAYMENT: Each ad submitted to IPAS office MUST have a check from the newspaper. This is strictly a cash operation to keep costs at a minimum. Make checks payable to Illinois Press Advertising Service.

RESTRICTIONS: The IPAS office reserves the right to edit all copy submitted and reject that which is not in compliance with state and federal regulations, is in poor taste, offensive, false, misleading, deceptive, or otherwise unacceptable. Ads requiring cash-in-advance, work-at-home, dating services, vending, nannies, credit cards, directories for employment, government homes or vehicles, and diet pills will NOT BE ACCEPTED. No 900 phone number ads will be accepted.

PROOF OF PUBLICATION: IPAS Guarantees each ad will run in at least 90% of the newspapers ordered. There will be no tear sheets given. IPAS will monitor newspapers on a regular basis to be sure ad ran. If an ad does not run when ordered or if it is omitted in more than 10% of the newspapers ordered, the IPAS will run the ad the again at no charge.