

IPA 2X2 NETWORK INSERTION ORDER

900 Community Drive * Springfield, IL 62703 * Ph: 217-241-1700 * Fax: (217) 241-1701 or (217) 241-1301

Participating Newspaper: _____ Advertiser: _____

Ordered by: _____ Phone: _____ Email: _____

Week(s) of (Run Dates, Use Sun): _____

Check Off Region(s):

(Check off all that apply)

____ STATEWIDE

____ NORTHWEST

____ CHICAGOLAND

____ CENTRAL WEST

____ CENTRAL EAST

____ SOUTHWEST

____ SOUTHEAST

Weekly Cost of Ad: \$ _____

Number of Weeks: _____

Total Cost: \$ _____

Net Due to IPA: \$ _____

| | <u>Rates</u> | <u>Commission to Selling Newspapers</u> |
|-------------------|--------------|---|
| STATEWIDE | \$1,600 | \$800 |
| Chicago & 4 zones | \$1,500 | \$750 |
| Chicago & 3 zones | \$1,350 | \$675 |
| Chicago & 2 zones | \$1,050 | \$525 |
| Chicago & 1 zone | \$750 | \$375 |
| Chicagoland | \$410 | \$205 |
| All 5 zones | \$1,450 | \$725 |
| Any 4 zones | \$1,300 | \$650 |
| Any 3 zones | \$1,000 | \$500 |
| Any 2 zones | \$700 | \$350 |
| Any 1 zone | \$360 | \$180 |

* No commission will be allowed to member newspapers on any advertising which has been placed directly with the Illinois Press Association within the previous 12 months.

DEADLINE: 9 AM WED BEFORE the week prior to running. Space reservations accepted by fax (217) 241-1701 / (217) 241-1301 or phone (217) 241-1700.

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. Please contact us if you do not receive some type of confirmation.

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.