

INSIDER

The Magazine of ACFSA, the Association of Correctional Food Service Affiliates

2011 – 2012 RATE CARD

INSIDER

IS READ BY
THE FOOD SERVICE
PROFESSIONALS
WHO USE AND
BUY
YOUR PRODUCTS
& SERVICES!

THE NEXT MOVE
IS YOURS!



Extend Your Marketing Reach!

Advertise in the
INSIDER Magazine



Unbeatable Ad Rates
in a Publication
that Reaches *your* Market.

Order Four Ads Today and Save!!!

2011-2012 Ad Rates

INSIDER

Advertisement Size and Cost (please check type, size & frequency desired)

RATES LISTED ARE **NON-COMMISSIONABLE**.

Color

Black/White

Size	Dimensions	Color		Black/White	
<input type="checkbox"/> 1/4 page	3.5" w x 5" H	<input type="checkbox"/> 1x \$300	<input type="checkbox"/> 4x \$900	<input type="checkbox"/> 1x \$150	<input type="checkbox"/> 4x \$450
<input type="checkbox"/> 1/2 page	3.5" w x 10" H	<input type="checkbox"/> 1x \$600	<input type="checkbox"/> 4x \$1800	<input type="checkbox"/> 1x \$300	<input type="checkbox"/> 4x \$900
<input type="checkbox"/> 1/2 page	7.5" w x 5" H	<input type="checkbox"/> 1x \$600	<input type="checkbox"/> 4x \$1800	<input type="checkbox"/> 1x \$300	<input type="checkbox"/> 4x \$900
<input type="checkbox"/> Full page	7.5" w x 10" H	<input type="checkbox"/> 1x \$1200	<input type="checkbox"/> 4x \$3600	<input type="checkbox"/> 1x \$600	<input type="checkbox"/> 4x \$1800
<input type="checkbox"/> Back Cover	7.5" w x 5" H	<input type="checkbox"/> 1x \$1400	<input type="checkbox"/> 4x \$4200	<input type="checkbox"/> NA	<input type="checkbox"/> NA
<input type="checkbox"/> Inside cover	7.5" w x 10" H	<input type="checkbox"/> 1x \$1300	<input type="checkbox"/> 4x \$3900	<input type="checkbox"/> NA	<input type="checkbox"/> NA
<input type="checkbox"/> Page 3	7.5" w x 10" H	<input type="checkbox"/> 1x \$1260	<input type="checkbox"/> 4x \$3780	<input type="checkbox"/> 1x \$630	<input type="checkbox"/> 4x \$1880

Ad description

Indicate the issue(s) in which you would like your ad to appear. Begin with the first issue your ad will appear, and indicate the appropriate year(s). **DEADLINES FOR INSERTION ORDERS AND ART ARE IN PARENTHESES.**

Spring 20 ____ (DEC. 15) **Summer 20** ____ (MAR. 15) **Fall 20** ____ (JUN 15) **Winter 20** ____ (SEPT. 15)

ACFSA Logo Restriction

The ACFSA logo and/or its likeness may not be used in any advertisement without the written consent of the ACFSA President.

Payment (please fill out appropriate information)

Total Amount Due _____ Check Visa M/C AmEx

Card No. _____ Exp. _____ Signature _____

Cardholder's Name _____

Address _____ City _____ State _____ Zip _____

Name of Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Ad Agency, if any _____

Contact _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Authorizing Signature _____

Please note that no advertisement can be run without authorization.

Mailing Instructions

Insertion orders, payment, art and/or questions should be directed to:

ACFSA
210 N. Glenoaks Blvd. Ste C
Burbank, CA 91502

Phone 818-843-6608 • Fax 818-843-7423 email jonnichols@acfsa.org



ACFSA publishes INSIDER newsletter four times a year. INSIDER carries information on regional and state issues, membership services, educational opportunities, innovations in training and services, leadership reports and conferences. The newsletter is tailored to the ACFSA professional readership, which includes foodservice personnel, vendor/supplier corporate and field personnel, supervisor/managerial staff, system staff, dietitians and institutional members.

Editorial Requirements

Advertiser and/or its agency accepts full responsibility for the contents of all advertising. The content and appearance should be in keeping with the interests of the newsletter readership. The Association reserves the sole right to refuse advertisements which could be considered misleading or which are otherwise deemed inappropriate for any reason. ACFSA INSIDER advertising may not discriminate on the basis of race, religion or sexual orientation. Federal I.D. No. 87-0333044, ACFSA is a nonprofit, tax-exempt organization [501(c)(6)].

Art Requirements

Attachment(s) may be provided, if not, call ACFSA at (818) 843-6608.

Acceptable formats of submitted advertising/graphic materials

1. Digital Files

All digital files will be placed in the Adobe InDesign (macintosh environment).

Macintosh compatible CDs or DVDs are accepted. **Fonts (both screen and printer) and images must be included (for fonts not included, substitutions will occur and likeness(es) cannot be guaranteed).** All ads should be saved out with appropriate crop marks indicating trim line. **Camera-ready art is not accepted.**

The following file formats are accepted (in order of preference and with usage notes):

- **Adobe Acrobat:** PDFs accepted. Embed any fonts and/or images during the distilling process (*for fonts not embedded, substitutions will occur*). **PDF files must be distilled at a minimum of 300 dpi and in CMYK (no spot colors please).**
- **Adobe Illustrator (AI or EPS):** Please embed any image(s) — *do not link*. Please outline all fonts. Save files with an 8-bit preview and convert any spot colors to CMYK.
- **Adobe Photoshop (TIF or EPS):** Please save files with an 8-bit preview in CMYK. *Files must be a minimum of 300 dpi.*

Notes: Quality of reproduction cannot be guaranteed if files are not produced and saved at high-resolution (300 dpk) and are sent in any other format than specified above.

More Information . . .

For more information or questions regarding graphic submission requirements or our design services, please contact:

Mercy Ehrler
AdVanced Design, Inc.
 1536 S. Oswego Rd.
 Naperville, IL 60540
 Tel: (630) 718-0872
 Fax: (630) 718-0876
 mehrler@ameritech.net

Digital file submission:

You may send files via mail, e-mail, or upload files via File Transfer Protocol (FTP).

- **Mail or Overnight Courier:** Please submit a full-color print of your ad along with your CD or DVD to:
Mercy Ehrler
AdVanced Design, Inc.
 1536 S. Oswego Rd.
 Naperville, IL 60540
 Tel: (630) 718-0872
- **E-Mail:** Ads sent via e-mail must be 10 MB or less. Files over 10 MB may be sent via FTP or on disc. Please e-mail ads to Mercy Ehrler: mehrler@ameritech.net
- **FTP:** All ads over 10MB may be uploaded to an FTP site. To access the FTP it is recommended you use an FTP utility such as Fetch or Transmit. You may also upload your ad using Internet Explorer. FTP access information is as follows:
 ftp.candamarketing.com
 User Name: visitor
 Passowrd: c-a3100

Please place ads in the "Mercy folder off of the root directory and notify Mercy Ehrler via e-mail at mehrler@ameritech.net that your ad has been uploaded to the FTP site.

Design Services

We will design and layout ads for advertisers at the rate of \$80 per hour. A rough layout of the ad is appreciated. All images (including company logos) should be supplied at high-resolution. If high-resolution art is not available, the artist will substitute with appropriate images at the advertiser's approval. *Please contact Mercy Ehrler for more information: mehrler@ameritech.net or (630) 718-0872.*

Advertising Notes

Charges may apply at the rate of \$80 per hour to advertising manipulation/file handling.

ACFSA reserves the right to manipulate ads not saved at the correct size or file format. While we attempt to match color on all ads, color fidelity cannot be guaranteed. Advertising usage of PMS colors (spot colors) is **not** allowed. All PMS colors must be converted to CMYK color. ACFSA reserves the right to apply additional charges if color conversion is not done.