



Bulletin

Canadian Radiation Protection Association
Association canadienne de radioprotection

Advertising Insertion Order

Contact Information

Advertiser: _____
Contact Person: _____ Title: _____
Address: _____
City: _____ Province / State: _____ Postal / Zip Code: _____
Phone: _____ Fax: _____ Email: _____

If an advertising agency will be our main point of contact, please provide the following information.

Advertising Agency: _____
Contact Person: _____
Phone: _____ Fax: _____ Email: _____

Please send a copy of this agreement to your advertising agency.

Specifications (Please refer to our 2015 Advertising Rates & Specifications)

Issue(s)	Size	Preferred Placement	Placement Charge	Rate	Subtotal
<input type="checkbox"/> One		<input type="checkbox"/> yes, page _____	\$75	\$	\$
<input type="checkbox"/> Two		<input type="checkbox"/> yes, page _____	\$75	\$	\$
<input type="checkbox"/> Three		<input type="checkbox"/> yes, page _____	\$75	\$	\$
Subtotal					
Frequency Discount			10% (2 ads) / 15% (3 ads)		
Total					

- New ad
 Previous ad published in volume _____, issue _____. If using an existing ad, please attach a copy of the ad to this insertion order.

Digital files must comply with the following specifications:

- All ads must be CMYK (four-colour process).
- Accepted file formats include tiff, eps, jpg, png, or pdf.
- Ads should be at least 300 dpi at the finished size.
- Ads must conform to the sizes in our 2015 Advertising Rates & Specifications.

All advertisements must be supplied as print-ready digital files. If design services are required, this should be negotiated with the production team independently. For questions regarding advertisement specifications or design services please email michelle.com@shaw.ca.

Prior to submitting your artwork, please complete this form and submit to michelle.com@shaw.ca
We can reserve your ad space only after we have received this completed form.

Method of Payment:

- We have sent a cheque made payable to Michelle Communications in Canadian funds.
 Please send invoice to _____

Address: _____
City: _____ Province / State: _____ Postal / Zip Code: _____

Signature of authorized representative: _____ Date: _____

Terms and Conditions

Execution of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with the terms as stated herein. Neither the advertiser nor its agency may cancel insertion orders for advertising after the published advertising deadline. No refunds will be issued for ads not running due to late artwork submissions or cancellations after the published advertising deadline.

CONTENT All advertising content and design must be acceptable to the publishers, who reserve the right to postpone or refuse, without penalty, publication of any advertisement.

If advertising material appears in an editorial-like format, the publishers reserve the right to add the word “advertisement” prominently above or below the copy.

Without the prior consent of the publishers, an advertiser may not incorporate in an advertisement or other publication the fact that a product or service has been advertised in the *CRPA Bulletin*.

PRODUCTION & DESIGN CHARGES Additional production and design costs will be levied if supplied artwork does not meet specifications. Production and design costs are competitive and will be provided upon request.

LIABILITY The publishers are not liable for errors or omissions in material submitted by the advertiser or its agent.

Advertisements are accepted upon the representation that the advertiser has the right to publish the contents thereof. The advertiser agrees to indemnify and hold the publishers harmless against any expense or loss by reason of any claims arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, or copyright infringements.

The publishers shall not be liable for failure to insert an advertisement for any cause. Maximum liability for error on the part of CRPA and its representatives is restricted to the space rate for this insertion order only.

FREQUENCY RATES To be eligible for frequency discounts, the advertiser herein agrees to place and pay for ads as per the number of insertions listed above within a period of one year from this issue.

PAYMENT First-time advertisers must submit payment in full at time of booking. Established accounts are net 30 days of publication. A late payment charge of 1.5% will be levied after 30 days.

CANCELLATION must be received in writing on or before the published advertising deadline.

Contact

Address payments, materials, and correspondence to

Michelle Communications

2501 Blain Avenue
Saskatoon, SK S7J 2B7

ph 306-343-8519
email michelle.com@shaw.ca