

2024 advertising contract / insertion order
engine professional magazine



1. Ad Size (check ONE only)

| | 1x Rate | 4x Rate |
|--|-----------------|-----------------|
| <input type="checkbox"/> Full page | \$2100 (\$1790) | \$1790 (\$1550) |
| <input type="checkbox"/> 1/2 page horizontal | \$1440 (\$1240) | \$1240 (\$1050) |
| <input type="checkbox"/> 1/2 page vertical | \$1440 (\$1240) | \$1240 (\$1050) |
| <input type="checkbox"/> 1/4 page | \$1040 (\$890) | \$890 (\$790) |
| <input type="checkbox"/> Outside Back Cover | \$4450 (\$4450) | \$4450 (\$4450) |
| <input type="checkbox"/> Inside Front Cover | \$2650 (\$2650) | \$2650 (\$2650) |
| <input type="checkbox"/> Inside Back Cover | \$2650 (\$2650) | \$2650 (\$2650) |
| <input type="checkbox"/> Special Insert (4 or 8pg) | call for price | |

All ads run full color at no extra charge. As a membership benefit, AERA members receive an additional 15% discount on regular rates. **Member rates are listed above in parentheses next to regular rates.** Premium positions — outside back, inside front, inside back covers — are not discounted. For details on how to join, visit aera.org.

2. Insertion Dates

- Q1 January-March • Materials due Jan. 1, 2024
- Q2 April-June • Materials due Apr. 1, 2024
- Q3 July-September • Materials due July 1, 2024
- Q4 October-December • Materials due Oct. 1, 2024

For multiple insertions*:

- Same artwork Different artwork

*For multiple insertion orders of different artwork in different issues, you can submit the copy for subsequent insertions after the original order, but remember that deadline for receipt of all artwork is one month before publication issue date! If we do not receive your new insertion artwork before its deadline, we will reuse the artwork from the previous insertion.

3. Authorized Signature (required)

By returning this contract, the advertiser agrees to all terms and conditions therein.

4. Price and Payment

Rate \$ _____ x # of insertions _____ = Total \$ _____

Check # _____

Visa MasterCard Discover American Express

□□□□ □□□□ □□□□ □□□□

Expiration Date (MM/YY) _____ / _____ 3-digit CSC: _____

Print Cardholder Name _____

Cardholder Signature _____

5. Artwork Specifications

Electronic files only. All files must be submitted as single page, high resolution PDF. All fonts must be embedded. Color must be sent in CMYK format. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. (See media kit for full specifications. Files not submitted to specifications and/or requiring troubleshooting will incur alterations fees.) Artwork materials will not be returned.

6. Advertiser Contact Information

Name: _____

AERA ID #: _____ Not an AERA member.

Company: _____

Address: _____

City, State, ZIP: _____

Phone: () _____

Fax: () _____

E-mail: _____

Artwork to be provided by:

- Same as Advertiser (above) OR

Name: _____

Company: _____

Address: _____

City, State, ZIP: _____

Phone: () _____

Fax: () _____

E-mail: _____

Fax to 888-329-2372

Or, mail with your payment to:

Engine Professional Magazine / AERA
875 Feinberg Court, Suite 106
Cary, IL 60013 U.S.A.

Questions? Call Amanda 815-526-7344
or email amanda@aera.org

E-mail advertising materials to:

maria@aera.org
Maria Beyerstedt

NOTE: For files larger than 20MB, please use a file transfer/sharing service (WeTransfer, Dropbox, Google Drive, etc.).

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Terms and Conditions

Invoices, Credit and Conditions

Our invoices are NET 30 days on approved credit for all services; 1.5% per month service charge thereafter. VISA, MasterCard, and American Express cards accepted. Publisher reserves the right to cancel all signed insertion order agreements if payments are not paid on time. Payments received will be credited to the oldest outstanding balance. New advertisers and agencies must prepay their first insertion and submit credit application. Extension of credit is subject to approval of our Credit Department. Advertisers originating outside of the U.S. and Canada must prepay in NET U.S. dollars. Frequency rate is determined by number of insertions used or contracted in advance during a **four-issue period in 2024**. Advertisers will be charged the higher rate if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they earned a higher frequency discount from which they have been billed.

Closing Dates, Cancellations and Agencies

Published quarterly. Space reservations and complete art due at date specified by publisher. Artwork must be received on or before due date, or advertiser will incur a late fee of \$100. Cost incurred by the publisher for production work on advertisements will be charged to the advertiser. When change of copy is not received by the closing date, copy run in the most recent issue will be inserted. All oral instructions regarding contracts or insertions must be confirmed in writing.

Advertisement cancellations cannot be accepted after applicable closing dates. Cancellation of any portion of a contract voids all rate and position protection. Cancellation must be in writing and received 10 weeks prior to applicable cover date.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position and production service charges incurred by either. Insertion orders placed by an agency represent acceptance of all terms and conditions in this contract. AERA and Engine Professional are not bound by conditions appearing on order forms or instructions from any agency or advertiser that conflict with the terms listed herein. The Publisher will accept no verbal instructions of any kind—all requests must be in writing, including ad cancellations. Written insertion orders, schedules and instructions are NOT binding until fully accepted and approved by Publisher. This includes any and all written quotes offered by Sales Representatives, authorized independent contractors and other Engine Professional employees.

Advertising Responsibility

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from against the publisher. The Publisher reserves the right to reject any advertising considered unsuitable for publication.