

IceWorld



The
International
Publication of
the Packaged
Ice Industry

JOURNAL

640 East Diamond Avenue, Suite F
Gaithersburg, MD 20877

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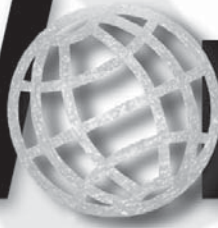
2011

Advertising Specifications, Rates & Agreement

Ice World Journal

640 East Diamond Avenue
Suite F
Gaithersburg, MD 20874

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Advertising Specifications

Ice World Journal is the official publication of the packaged ice industry. The publication will be composed of information from the regional ice associations and the International Packaged Ice Association, promoting activities, events, information for their organizations. Each participating organization will have up to four pages of information in each issue. Additionally, **Ice World Journal** will have articles related to issues pertinent to the entire packaged ice industry.

Publication Dates: **Ice World Journal** will be published on a quarterly basis. The issues will be mailed the first week in May, July, October and January. **Closing dates will be April 1, June 1, September 1 and December 1.**

If no copy changes for contracted space are received by the closing date, copy appearing in the previous issue will be inserted. No cancellations will be accepted after the closing of contracting for appropriate issue. Advertiser bears all responsibility for providing final ad layout to the publication office.

Circulation: 1300 copies per issue

Mechanics: The preferred advertising material is either digital (on Macintosh compatible disk); negatives (right-reading, emulsion side down) or camera-ready artwork. A 133 line screen is recommended. All conversion negatives, typesetting and stripping services will be billed to the advertiser at cost. Bleeds are available at additional cost, billed to the advertiser according to the rate schedule.

Dimensions:	Space	Size
	Overall Size of publication	8 1/4 x 10 3/4
	Full Page	8 1/4 x 10 3/4
	1/2 Page	7 1/4 x 4 3/4 (vertical or horizontal)
	1/4 Page	3 1/2 x 5 (vertical only)
	1/8 Page	3 1/2 x 2 1/2

Placement: Advertising location is at the discretion of the editorial staff. Premium and preferred placement is available at additional cost as outlined on the rate schedule.

Other Terms: The advertiser is liable for payment of all advertising charges incurred, whether advertising order is placed directly by the advertiser or through an advertising agency or other second-party representative, and/or whether invoice is issued to the advertising agency or other second-party representative.

Advertising location is at the discretion of the editorial staff. All advertising is subject to the editorial staff's approval. Advertising agency assumes liability for all content (including text, representation and illustrations) of advertisements printed, and also assumes responsibility for any claims arising therefrom made against the publishers.

Managing Editor/Publisher:

Bill Bentley
Graphic Visions Associates
640 East Diamond Avenue Suite F
Gaithersburg, MD 20877
301-963-8600
800-528-6679
301-963-4910 (Fax)
billb@graphicvisions.com

2011 Advertising Rates

Space	Member (Any Ice Association)	Non Member
	Per Issue Rate*	Per Issue Rate*
Full Page, 4-Color		
Back Cover	\$2,595	\$3,875
Inside Front Cover	\$2,165	\$3,250
Inside Back Cover	\$2,165	\$3,250
Center 2-Page Spread	\$3,550	\$5,325
Interior Page	\$1,750	\$2,625
Full Page, 2-Color	\$ 875	\$1,325
Full Page, B/W	\$ 600	\$ 900
1/2 Page, 4-Color	\$1,295	\$1,950
1/2 Page, 2-Color	\$ 650	\$ 975
1/2 Page, B/W	\$ 450	\$ 675
1/4 Page, 4-Color	\$ 950	\$1,425
1/4 Page, 2-Color	\$ 575	\$ 875
1/4 Page, B/W	\$ 375	\$ 575
1/8 Page, B/W	\$ 275	\$ 425

*Rates are quoted on a **per issue basis**, net non-commissionable.

A 2011 advertising agreement must be on file before IWJ will publish any ads for the 2011 issues.

Preferred Positioning (on interior pages): Add \$250 per issue.

Changes may be made to an ads composition or size, provided it is received prior to the published closing dates (see opposite page). If no changes are received by the closing date, the IWJ will publish the ad that ran in the previous issue and/or in accordance with the schedule committed to on the reverse.

Payment Schedule: A post-publication invoice will be sent and payment is due upon receipt of invoice. A tear sheet will be attached to the invoice. Payment is to be by check, money order, or credit card (most major credit cards are accepted), payable to Ice World Journal, 640 East Diamond Ave., Suite F, Gaithersburg, MD 20877. Only US Funds will be accepted.

Advertisers that choose to pay for all four issues in advance may take a 5% discount from the above published price. If changes are made in the ads format, the pre-paid rate will not be adjusted.

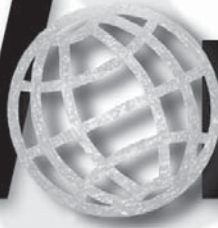
Second Color: Any color other than black is constituted as a second color.

Classified Advertisements: Members: \$.25/word; \$10 minimum - Non-Members: \$1/word; \$25 minimum
Blind Box Fee: \$10/box

Subscription Rates: \$80 (US) for USA; \$100 (US) for Canada; \$120 (US) all other countries.
Single Issue: \$25.0 (US) USA/Canada; \$35.00 (US) all other countries, plus shipping and handling.

All rates are as of November 1, 2010 - Net Non-Commissionable.

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2011 Advertising Contract

This form must be on file before advertisement will be published

Advertising Firm / Billing Address:

Contact Person: _____ Telephone: _____

Firm Name: _____

Address: _____

City, State, Zip Code: _____

Advertising Company's Name: _____

Address: _____

City, State, Zip Code: _____

Request for Advertising Space

(Check issues of insertion)

**Copy
Deadline**

Size

Rate

_____ May April 1, 2011 _____

_____ July June 1, 2011 _____

_____ October September 1, 2011 _____

_____ January (2012) December 1, 2011 _____

Refer to attached rate schedule for rates, regulations and specifications.

The advertiser agrees to pay, and will assume the responsibility for payment by the advertiser's authorized agent, for all space used in accordance with this Advertising Contract. No cancellations will be accepted after the closing of the contract date for the appropriate issue. When no copy changes are received for contracted space before the deadline date, copy appearing in the previous issue will be inserted. Negatives will be stored for one year by the printer and then destroyed unless the advertiser or agency request they be returned. A tear sheet and invoice will be sent to the advertiser or agency after publication. The editorial staff reserves the right to reject any advertisements that do not meet the standards of *Ice World Journal*

Advertiser or other authorized signature & title

Date

For Ice World Journal

Date

Completed Advertising Contract, along with required payment, should be signed and sent to :

Ice World Journal, 640 East Diamond Avenue, Suite F, Gaithersburg, MD 20877