



Association for
Retail Environments
Connecting People • Shaping Retail

Advertising Insertion Order 2010 Buyers' Guide and Membership Directory

A.R.E. Buyers' Guide and Membership Directory, official publication of A.R.E., is hereby authorized to publish the advertisement of:

ADVERTISER

Company Name _____
 Billing Address _____
 City _____ State _____
 Country _____ ZIP/Postal Code _____
 Phone _____ Fax _____
 Contact Name _____
 E-mail _____
 Website _____

AD MATERIALS*

- Supplying new PDF/X1-A file**
 Pick up ad (issue date) _____

* If new materials are not provided, last ad run will be published.
 ** Digital ad submissions must meet all mechanical requirements listed on page 2.

PAYMENT (all payments due with order)

- Payment Type: Check (make payable to A.R.E.)
 American Express MasterCard Visa

Card Holder's Name _____
 (print name as it appears on card)
 Card Holder's Address _____
 City _____ State _____
 Country _____ ZIP/Postal Code _____
 Card Holder's E-mail _____
 Credit Card Number _____
 Expiration Date _____
 Signature _____

Advertisement authorized by:

Name (print) _____
 Signature _____
 Company _____ Date _____

- By signing above, I acknowledge that I have read and agree to the Publisher's Conditions and Copy Regulations.

- 1 **READ** and **VERIFY** information.
- 2 **PRINT** a copy.
- 3 **SIGN** and **FAX** to SUSAN KIMELMAN, F: 954.893.7500
- 4 **CREATE AD** and **MAIL** materials to TERRI HILL, 2145 Roper Rd., Cumming, GA 30028 P/F: 770.889.5154

2009 AD RATES

Ad Close: September 14, 2009
Materials Due: September 21, 2009

PREFERRED PLACEMENT	Net Rate
<input type="radio"/> Cover 2.	\$3,680 \$
<input type="radio"/> Cover 3.	\$3,530 \$
<input type="radio"/> Cover 4.	\$3,800 \$

RUN-OF-PRESS	
<input type="radio"/> 2-Page spread	\$5,300 \$
<input type="radio"/> Full-page tab.	\$3,530 \$
<input type="radio"/> Full page.	\$2,940 \$
<input type="radio"/> 2/3 page.	\$2,680 \$
<input type="radio"/> 1/2 page island	\$2,440 \$
<input type="radio"/> 1/2 page vertical <input type="radio"/> horizontal	\$2,335 \$
<input type="radio"/> 1/3 page vertical <input type="radio"/> square	\$1,970 \$
<input type="radio"/> 1/4 page.	\$1,855 \$

All rates are four-color. 20% surcharge on ads placed adjacent to company listing in directory

COMPANY LISTING UPGRADES

<input type="radio"/> Bold listing in product category	\$185 \$
<input type="radio"/> Highlighted box around company listing	\$270 \$
<input type="radio"/> Company logo (B&W) with highlighted box.	\$430 \$
<input type="radio"/> Company logo (CMYK) with highlighted box.	\$700 \$

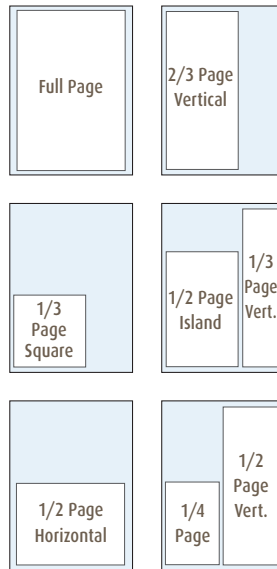
Listing upgrades and advertising are sold net of agency commission

TOTAL	\$
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NOTE: Advertising in the A.R.E. Buyers' Guide and Membership Directory is open only to A.R.E. and NADI members in good standing.

MECHANICAL REQUIREMENTS

Publication Trim Size:	8 1/8" x 10 7/8"	(8.125" x 10.875")
Advertisement Size:	width x height	width x height
2-page spread with bleed	16 1/2" x 11 1/8"	(16.5" x 11.125")
2-page spread non-bleed	15 1/4" x 10"	(15.25" x 10.0")
Full page with bleed	8 3/8" x 11 1/8"	(8.375" x 11.125")
Full page non-bleed	7" x 10"	(7.0" x 10.0")
2/3 page vertical	4 1/2" x 9 1/2"	(4.5" x 9.5")
1/2 page horizontal	7" x 5"	(7.0" x 5.0")
1/2 page vertical	3 3/8" x 9 1/2"	(3.375" x 9.5")
1/2 page island	4 1/2" x 7 1/2"	(4.5" x 7.5")
1/3 page vertical	2 1/4" x 9 1/2"	(2.25" x 9.5")
1/3 page square	4 1/2" x 4 1/2"	(4.5" x 4.5")
1/4 page	3 1/2" x 5"	(3.5" x 5.0")



PRODUCTION

TERRI HILL

2145 Roper Rd.

Cumming, GA 30028

E: terrihill@retailenvironments.org

P/F: 770.889.5154

ADVERTISING SALES

SUSAN KIMELMAN

4651 Sheridan St., Suite 470

Hollywood, FL 33021

E: susankimelman@retailenvironments.org

P: 954.241.4812

F: 954.893.7500

DIGITAL AD SUBMISSION

Printing Method: Web offset

Binding Method: Perfect bound

Line Screen: 150-line screen

Rotation of Colors: CMYK

PDF/X-1a using SWOP-standard high resolution images in CMYK, 300 dpi, with a total density of 300%. No RGB or JPEG images. Do not embed ICC profiles within images and do not use TrueType or Composite fonts. Make sure all transparencies are flattened.

Submit the file on CD or DVD media. A SWOP certified proof must accompany ad with printer's color control bars in order to guarantee color reproduction.

Visit www.swop.org for more information on proofing formats.

Trim and bleed marks should be included in file but kept outside the print area.

Live matter must be 3/8" in from all trim sides.



A.R.E. Association for
Retail Environments

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Retail Environments

is a copyrighted
publication of A.R.E.,
the Association for
Retail Environments.

4651 Sheridan St., Suite 470

Hollywood, FL 33021

P: 954.893.7300

F: 954.893.7500

E: are@retailenvironments.org

www.retailenvironments.org

PUBLISHER'S CONDITIONS AND COPY REGULATIONS

(Publisher as used in the following refers to Corporate Image Consulting, A.R.E., its officers and staff.)

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
- The advertiser's most recent ad will be repeated if a new ad or instructions are not provided by the materials due date for the contracted issue.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion, resembles editorial matter.
- Requests for specific position are not guaranteed unless position premium has been provided for in the contract.
- Advertisements pub-set and not used will be charged for composition and other direct expenses.
- Advertisers will be short-rated, consistent with the terms herein, if within any 12-month period from the date of first insertion they do not use the amount of space upon which the billings have been based. Failure to complete order as written to qualify for any published Bonus Program for Frequency Advertisers will result in the loss of all discounts. Advertiser will be billed at published rates for space and for all items received through Bonus Program for Frequency Advertisers.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
- Advertisers must meet the publisher's credit criteria by lodging a credit card as security for their display ad insertion orders. Classified advertisements must be paid in full prior to publication.
- Payment terms are net 30 days. Overdue accounts may be charged 1 1/2 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.

13. A contract (except for cover, preferred and special positions or incentive plan) may be suspended or canceled upon 30 days written notice received by the publisher prior to published advertising close date for the appropriate issue, and rate will be adjusted to that earned by actual number of insertions.

14. With the exception of advertising in the A.R.E. *Buyers' Guide and Membership Directory*, recognized advertising agencies providing complete print materials are allowed 15 percent commission on gross billing space, color and position, only if the account is paid within 30 days.

15. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

16. The publisher offers no cash discounts.

17. Verbal agreements are not recognized.

18. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the state of Florida, USA.

19. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.

20. All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.

21. Advertising insertion is conditioned upon acceptance of the publisher.

22. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the state of Florida, USA.