

2016 IPA ICAN (Classified) NETWORK INSERTION ORDER

900 Community Drive * Springfield, IL 62703 * Ph: 217-241-1700 * Fax: (217) 241-1701 or (217) 241-1301

Participating Newspaper _____ Advertiser: _____

Ordered by: _____ Phone: _____ Email: _____

Week(s) of (Run Dates, Use Sun): _____ Ad Classification: _____

Check Off Region(s): ___ STATEWIDE ___ NORTHERN ___ CHICAGOLAND
(Check off all that apply) ___ CENTRAL ___ SOUTHERN

Weekly Cost of Ad: \$ _____

Number of Weeks: _____

Total Cost: \$ _____

Net Due to IPA: \$ _____

	<u>Rates</u>	<u>Commission to Selling Newspapers</u>
STATEWIDE	\$500	\$250
Chicagoland + 2 Zones	\$475	\$237.50
Chicagoland + 1 Zone	\$400	\$200
Chicagoland	\$300	\$150
3 Zones	\$450	\$225
2 Zones	\$400	\$200
1 Zone	\$250	\$125
Extra Word Cost (ads with more than 25 words)	\$11.00/word	\$5.50/word

CHICAGOLAND IS NOT CONSIDERED A ZONE. NORTHERN, CENTRAL & SOUTHERN ARE ZONES. STATEWIDE IS CHICAGOLAND PLUS ALL THREE ZONES.
** No commission will be allowed to member newspapers on any advertising which has been placed directly with the Illinois Press Association within the previous 12 months.*

AD COPY:

DEADLINE: Wed BEFORE 9AM the week prior to running. Space reservations accepted by fax (217) 241-1701 or phone (217) 241-1700.

COPY: Copy accepted via fax or email (cfrank@illinoispress.org). Please contact us if you do not receive some type of confirmation.

PAYMENT: Each ad submitted to IPAS office MUST have a check from the newspaper. This is strictly a cash operation to keep costs at a minimum. Make checks payable to Illinois Press Advertising Service.

WORD COUNT METHOD: Hyphenated words count as 2 words. Telephone numbers, including area code, is one word. House numbers count as 1 word. Street and direction count as 1 word. Post Office box and number as 2 words. The name of city, state, and zip code each count as one word. Other words are as one count.

RESTRICTIONS: The IPAS office reserves the right to edit all copy submitted and reject that which is not in compliance with state and federal regulations, is in poor taste, offensive, false, misleading, deceptive, or otherwise unacceptable. Ads requiring cash-in-advance, work-at-home, dating services, vending, nannies, credit cards, directories for employment, government homes or vehicles, and diet pills will NOT BE ACCEPTED. No 900 phone number ads will be accepted.

ERRORS: Typographical errors (wrong addresses, telephone numbers, names, prices, etc.) will require a make-good in the next edition of the participating newspaper. Ad copy arriving past newspaper's deadline will automatically be placed in the next edition of the newspaper. All ads submitted for publication are camera ready.

PROOF OF PUBLICATION: There will be no tearsheets given. IPAS will monitor newspapers on a regular basis to be sure ad ran.