

Run Week of: _____

Participating Newspaper: _____ Phone: _____

Advertiser: _____

Ad Rep: _____

Circle ZONE Choices BELOW:

STATEWIDE Northern Chicagoland Central Southern

TOTAL DUE: _____

| | <u>Rates</u> | <u>Amount Kept by Newspapers</u> | <u>Amount Paid to IPAS</u> |
|-----------------------|--------------------------------|----------------------------------|----------------------------|
| STATEWIDE | \$500.00 | \$250.00 | \$250.00 |
| Chicagoland + 2 Zones | \$475.00 | \$237.50 | \$237.50 |
| Chicagoland + 1 Zone | \$400.00 | \$200.00 | \$200.00 |
| Chicagoland | \$300.00 | \$150.00 | \$150.00 |
| 3 Zones | \$450.00 | \$225.00 | \$225.00 |
| 2 Zones | \$400.00 | \$200.00 | \$200.00 |
| 1 Zone | \$250.00 | \$125.00 | \$125.00 |
| Extra Word Cost | \$11.00/word over 25 words | \$5.50 | \$5.50 |

AD COPY: Copy accepted via fax or email (cfrank@illinoispress.org)

DEADLINE: Tuesday 5PM the week prior to running. Space reservations accepted by fax (217) 241-1701 or email.

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. 3.7.19