



1000 Westgate Drive, Suite 252  
St. Paul, MN 55114-0167 USA

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## Newsletter Advertisement Guidelines

### Overview

ASTD Twin Cities Chapter (ASTD-TCC) is the seventh largest ASTD chapter in the country. Its 600 members represent a broad array of professions and organizations. High-return targeted advertising opportunities are available through Spectrum.

The online Spectrum newsletter is published at the beginning of each month on the ASTD-TCC Web site. Ads are positioned within the articles. To view a sample issue, go to [www.astd-tcc.org](http://www.astd-tcc.org).

### Newsletter Ad Closing Times

Spectrum is e-mailed the first week of every month. The closing date is the last Friday of the month, two months prior to the issue date. For example: closing date for September issue is the last Friday in July. Ads are accepted on a first-come, first-served, space-available basis.

### Newsletter Ad Sizing and Rates

	Small Banner (550 x 80 pixels)	Large Banner (550 x 160 pixels)
1x	\$125/month	\$200/month
3x	\$90/month	\$150/month
6x	\$80/month	\$140/month
12x	\$75/month	\$130/month

### Advertising Agreement and Information

Date \_\_\_\_\_  
Advertiser \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

#### Starting Month

Jan  Feb  Mar  Apr  May  Jun  
 Jul  Aug  Sep  Oct  Nov  Dec

#### Ad Size

Small Banner  Large Banner

#### Length of Term

One month  Three month  Six month  One year

Please mail this form to: ASTD-TCC, 1000 Westgate Drive, Suite 252, St. Paul, MN 55114  
Or fax to: 651.290.2266

### Terms of Payment

Rates are non-commissionable. Contact the ASTD-TCC office at [info@astd-tcc.org](mailto:info@astd-tcc.org) or call 651.290.6262 with questions.

### Advertising Rate Policies

All advertisers having contract rates must sign an agreement. Rates may be increased on 30 days notice. Advertisers on contract are protected from rate increases for the duration of the contract.

### Terms and Copy Regulations

a) The publisher reserves the right to refuse or cancel any advertisement. Upon acceptance, publication is dependent upon space availability.

b) In no event will the publisher be responsible for errors or omissions if the advertiser does not supply the correct copy by ad closing time.

c) The advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements.

### Payment Options

Check (payable to ASTD-TCC)  
 VISA  MasterCard

Total \$ \_\_\_\_\_

Card Number \_\_\_\_\_  
Exp. Date \_\_\_\_\_ 3-digit security code \_\_\_\_\_  
(required)

Name of Cardholder \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

This contract is subject to the terms and conditions set forth in the current published rate card. By signing this agreement, the advertiser agrees that it has received a copy of such rate card and agrees to abide by its terms and conditions.

By: \_\_\_\_\_  
Authorized Representative

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		