



PO Box 1133
 Rifle, CO 81650
 (303) 729-1195
www.coauctioneers.org
admin@coauctioneers.com

Newsletter Advertising Rates¹

Size	1, 2, or 3 times	4 times prepaid
Full page	\$150.00 each	\$550.00 prepaid
1/2 page	\$ 90.00 each	\$300.00 prepaid
1/4 page	\$ 60.00 each	\$200.00 prepaid
Business Card	\$ 35.00 each	\$110.00 prepaid

Rates are for Color or Black/White

¹ Rates effective January 1, 2015.

Newsletter Advertising Specifications

Full page bleed ad: 8.5" wide by 11" tall
 (leave 1/8" bleed on all 4 sides)

Full page non-bleed ad: 7.5" wide by 10" tall

1/2 page 7.5" wide by 4.5" tall

1/4 page 3.625" wide by 4.5" tall

Business Card 3.5" wide by 2" tall

All ads must be 300 DPI resolution

- * Acceptable file formats: PDF, JPG, TIF, EPS
- * Black type must be 100% black only (no builds)
- * Please NO Word or Publisher files

Newsletter Advertising Order Form

Number of Insertions: 1st quarter 2nd quarter 3rd quarter 4th quarter

Size of Ad: Full page 1/2 page 1/4 page Business Card

Date: _____

Advertiser's Name: _____

Contact Name: _____

Address: _____

City: _____ State _____ Zip _____

Telephone: _____ E-mail: _____

Method of Payment: Check # _____ Check Amount \$ _____

Credit Card VISA MasterCard Discover AMEX

Card # _____ Exp Date _____

Name of Cardholder (please print) _____

Billing Address: _____

Signature _____

Send order form and payment to: Colorado Auctioneers Association *PO Box 1133 * Rifle, CO 81650
 E-mail materials digitally to: [Cissy Tabor](mailto:Cissy.Tabor@coauctioneers.com) * admin@coauctioneers.com * Phone: (970) 985-8228



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Newsletter Advertising Specifications

Trim Size of newsletter: 8.5" wide by 11" tall

Full page bleed ad: Trim size 8.5" wide by 11" tall . Please leave 1/8" bleed on all 4 sides
(size with bleed: 8.75" wide by 11.25" tall)
(all "live" copy such as text should be kept 1/2" from trim)

Full page non-bleed ad: 7.5" wide by 10" tall

1/2 page: 7.5" wide by 4.5" tall

1/4 page: 3.625" wide by 4.5" tall

Business Card 3.5" wide by 2" tall

* All ads must be 300 DPI resolution

* Acceptable file formats: PDF, JPG, TIF, EPS

* Black type must be 100% black only (no builds)

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Advertising Terms and Conditions:

1. Ads at the 4x rate must be prepaid in full, 1x to 3x ads will be billed upon publication.
2. All rates are net and non-commissionable. Rates are for advertising space and do not include service charges.
3. *The Colorado Auctioneer* newsletter is published quarterly, and may be produced digital-only or printed offset at the discretion of CAA.
4. Contract space for *The Colorado Auctioneer* must be used during the four-issue period. On contract advertising, new copy must be received on or before the closing date (**15th of the month preceding the calendar quarter of publication, e.g. 2nd quarter publication, copy due March 15th**); otherwise ad will be reinstated from previous issue.
5. No cancellations accepted after the closing date.
6. In the event of Publisher's error, a corrected ad will be published in the next edition at the expense of the publisher.
7. Ads not fitting size specifications listed above will be billed at the next highest standard size.
8. All advertisements are accepted subject to the policies and approval of the Colorado Auctioneers Association (CAA).
9. CAA reserves the right to withdraw any advertisement at any time without prior notice to the advertiser. Advertisers and advertising agencies assume all liability for advertisements printed (including text, representation, and content) and also assume responsibility for any claims arising therefrom made against CAA.

Service Charge:

Typesetting: \$50-75 for ads not production ready.

Mechanical Information:

The Colorado Auctioneer newsletter is produced at 8 1/2 x 11 inches trim size.

Please provide ad digitally in PDF, JPG, TIF, EPS format.

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E-mail materials digitally to: [Cissy Tabor](mailto:Cissy.Tabor@coauctioneers.com) *admin@coauctioneers.com * Phone: (970) 985-8228