

## Ultimate Players Association (UPA) 2008 ADVERTISING INSERTION ORDER FORM – USA ULTIMATE

Company/advertiser \_\_\_\_\_  
 Contact Person at Company \_\_\_\_\_ E-Mail \_\_\_\_\_  
 Company Address \_\_\_\_\_  
 Telephone \_\_\_\_\_ FAX \_\_\_\_\_  
 SIGNATURE \_\_\_\_\_ Date \_\_\_\_\_

### Please indicate issues in which you would like to place an ad

(artwork deadline noted in parentheses):

<input type="checkbox"/> Spring /March 2008 (2/8/08)	<input type="checkbox"/> Summer/June 2008 (5/1/08)
<input type="checkbox"/> Fall/September 2008 (8/8/08)	<input type="checkbox"/> Winter/December 2008 (11/7/08)

Space cost	\$ _____	<b>Circle one:</b>	Full page	1/2 page	1/4 page	1/8 page
Placement charge (15%)	\$ _____					
<b>TOTAL DUE (per issue)</b>	<b>\$ _____</b>	<b>(please note that costs listed below are per issue)</b>				

**FORMAT/DISTRIBUTION:** USA Ultimate has a trim size of 8-5/16" x 10-3/4" is printed on coated stock, saddle-stitched with a self-cover. Vital elements must be kept 1/4" from all edges. Distribution is via non-profit bulk rate. Advertisers will be notified no less than 30 days in advance of publication date if any changes are anticipated to the above specifications.

**PLACEMENT:** Advertisements will be positioned at the discretion of the publisher based on editorial requirements. Advertisers wishing to guarantee position on certain page/section should add placement fee of 20%. Should the UPA be unable to meet placement requests for which placement fees have been paid, advertiser will be notified in writing prior to publication.

**PAYMENT:** Payment may be requested upon receipt of insertion order. Invoices are mailed upon publication of issue. Payment due within 30 days of invoice. A charge of 1.5% per month will be applied to all unpaid balances 30 days or older. The UPA reserves the right to cancel future insertion orders in the event of late payment.

**ACCEPTANCE:** Advertising copy is subject to acceptance by the UPA. USA Ultimate is offset printed using Direct to Plate technology. Please send ads via email or on CDs as EPS, TIFF, or Adobe Indesign files. Hard copy match (JPEG or PDF proof also acceptable) must accompany the electronic version (300 dpi resolution required). Advertising not easily distinguished from editorial must clearly be labeled "advertisement". All advertisements are accepted and published by the UPA upon representation that advertiser and its agents are authorized to publish the entire contents and subject matter. In consideration of UPA's acceptance of such advertisements for publication,

the advertiser and its agents indemnify and hold UPA harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, violation of rights of privacy, plagiarism and copy infringement. If advertiser does not supply artwork by closing date, company may be charged for insertion without ad appearing or be charged at prevailing rates for creation of needed materials.

**GENERAL RATE POLICY:** Rates are based on electronic files to be provided by advertiser. Contracts specifying rates for more than one year in advance may not be accepted. Orders are accepted subject to change in rates by the UPA. Contracts may be canceled at time rate change is effected without incurring a short-rate adjustment, if the frequency rate has been earned up to the date of cancellation. UPA's liability for any error will not exceed charge for the advertisement in question.

**SHORT RATES & REBATES:** Advertisers will be short-rated if, within the contract year, the number of insertions upon which their billings are based are not used or will receive rebates if sufficient insertions are used to earn a lower rate.

**DELIVERY LIABILITY** The UPA is not liable for delays in delivery and/or non-delivery in the event of acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation disruption of any kind, work slow-down, or any condition beyond the control of US Field Hockey affecting production or delivery in any manner.

### ADVERTISING RATES (Camera Ready Artwork only)

	Single issue	2-3 issues	4 issues
1/8 page (4.15625" wide x 2.6875" high)	\$375 color/\$175 b/w	\$350 color/\$150 b/w	\$325 color/\$125 b/w
1/4 page (4.15625" wide x 5.375" high)	\$500 color/\$300 b/w	\$475 color/\$275 b/w	\$450 color/\$250 b/w
1/2 page (8.3125" wide x 5.375" high)	\$575 color/\$375 b/w	\$550 color/\$350 b/w	\$525 color/\$325 b/w
Full page (8.3125" wide x 10.75" high)	\$675 color/\$475 b/w	\$650 color/\$450 b/w	\$625 color/\$425 b/w
2 page spread (16.625 wide" x 10.75" high)	\$1250 color/\$1050 b/w	\$1225 color/\$1025 b/w	\$1200 color/\$1000 b/w
<b>To guarantee ad placement, add 20%</b>		<b>All rates above are per issue</b>	

**Please return completed form to: Ultimate Players Association, attn: Kelley Kneib,**  
 4730 Table Mesa Drive, Suite J200, Boulder, CO 80305.  
 Tel: 303-447-3472 Fax: 303-447-3483 Email: [kelly@hq.upa.org](mailto:kelly@hq.upa.org)