

# The Decorative Painter

OFFICIAL PUBLICATION OF THE SOCIETY OF DECORATIVE PAINTERS

393 N. McLean Blvd. • Wichita, Kansas 67203-5968 • (316) 269-9300 • Fax (316) 269-3535  
 e-mail: TheDP@decorativepainters.org • website: www.decorativepainters.org

**ADVERTISER** \_\_\_\_\_  
 Membership no. \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 E-mail \_\_\_\_\_

**AGENCY** \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 E-mail \_\_\_\_\_

- |   |   |  |   |
|---|---|--|---|
| <b>ISSUE</b>                              | <b>AD SIZE</b>                          | <b>COLOR INSTRUCTIONS</b>                        | <b>POSITION</b>   |
| <input type="checkbox"/> 1 (Jan/Feb/Mar)  | <input type="checkbox"/> 2-page spread  | <input type="checkbox"/> 2-color                 | <input type="checkbox"/> Inside back cover                            |
| <input type="checkbox"/> 2 (Apr/May/June) | <input type="checkbox"/> full page      | <input type="checkbox"/> Four-color (Full color) | <input type="checkbox"/> Back cover                                   |
| <input type="checkbox"/> 3 (Jul/Aug/Sep)  | <input type="checkbox"/> 2/3 page       |  | <input type="checkbox"/> Inside front cover                           |
| <input type="checkbox"/> 4 (Oct/Nov/Dec)  | <input type="checkbox"/> 1/2 vertical   |  | <input type="checkbox"/> Other preferred positions<br>(add 15%) _____ |
|   | <input type="checkbox"/> 1/2 horizontal |  |   |
|   | <input type="checkbox"/> 1/3 square     |  |   |
|   | <input type="checkbox"/> 1/4 vertical   |  |   |
|   | <input type="checkbox"/> 1/4 horizontal |  |   |
|   | <input type="checkbox"/> 1/4 standard   |  |   |
|   | <input type="checkbox"/> 1/6 vertical   |  |   |
|   | <input type="checkbox"/> 1/6 horizontal |  |   |
|   | <input type="checkbox"/> 1/2 island     |  |   |
|   | <input type="checkbox"/> 1/3 vertical   |  |   |
|   | <input type="checkbox"/> 1/12 page      |  |   |

**SPECIAL INSTRUCTIONS** \_\_\_\_\_

**AUTHORIZATION**

I agree to the space ordered on this form and to the terms printed on the back of this contract. Interest will be charged at 1 1/2% per month on unpaid balances past 30 days. (Signature required)

Signature \_\_\_\_\_  
 Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_ Date \_\_\_\_\_



**BILLING INFORMATION**

Special \_\_\_\_\_  
 Time Rate \_\_\_\_\_  
 Standard Space \$ \_\_\_\_\_  
 Placement Premium \$ \_\_\_\_\_  
 Production \$ \_\_\_\_\_  
 Other \$ \_\_\_\_\_  
**Total per insertion** \$ \_\_\_\_\_

Months	Season	Ads due
Jan/Feb/Mar	Spring	Nov 21
Apr/May/June	Summer	Feb 15
Jul/Aug/Sep	Fall	May 15
Oct/Nov/Dec	Winter	Aug 15
Conference Special	2010	Aug 09
Conf. Program Book	varies per yr	tbd

Membership no. \_\_\_\_\_  
 Purchase order no. \_\_\_\_\_

**PLEASE SEND BILLING TO:**  
 Advertiser  Agency

**NEW OPTIONS** **PAYMENT (Check one, please):**  
 I would like to prepay for all 2009 ads  I would like to prepay for my first ad  Bill me after each Issue  
 VISA  MasterCard Exp. date \_\_\_\_\_ Phone \_\_\_\_\_  
 Card number \_\_\_\_\_ Signature \_\_\_\_\_

**NOTE:** Save a copy for your records and send to: *The Decorative Painter*, Attn: Advertising, 393 N. McLean Blvd., Wichita, KS 67203-5968, (or) fax to (316) 269-3535, (or) scan and e-mail to dawn@decorativepainters.org

## ADVERTISING AND ELECTRONIC FILE SPECIFICATIONS

You must be a business member of the SDP to advertise. Your ad must carry your name as it appears on your individual/business membership. Individual members may advertise in classifieds and special advertising sections.

Reservations for advertising must be made in writing. Please include your membership number on all correspondence.

Advertising that simulates editorial material will be clearly marked as advertising. **Camera-ready art is required.** *The Decorative Painter* does not accept responsibility for advertising not submitted as camera-ready art.

Electronic File Specifications:

- We can accept files on CD, DVD or e-mail (e-mail is limited to 5 megabytes). Preferred file type is TIF, PDF or high resolution JPG files. EPS files are also acceptable. Original ("live") files created in InDesign, QuarkXPress (v6.52 or earlier), Adobe Illustrator, or Adobe Photoshop are acceptable, but not preferred.
- All spot colors in a file must be converted to CMYK. Duotones or tritones created with Pantone colors must be converted to CMYK.
- Images must be to size at 300 dpi. Lineart must be to size at 1200 dpi. Remember to send all linked image files and fonts used with "live" files.
- Please include an accompanying match print with all disks submitted.
- Ads not sent the specified size will incur an additional \$30 charge to correct the size or will be returned to be corrected.
- Keep all images and copy within nonbleed dimensions.

Advertisers and their agencies are liable for all contents of advertisements printed and also are responsible for any claim arising therefrom against *The Decorative Painter*.

## COMMISSIONS AND TERMS

All new advertisers and those that have not advertised in the past two years must pre-pay for the ads for six months. All companies whose advertising reaches 120 days past due will be put on a pre-pay status for one year. A 2% discount will be applied to advertisers who send payment with their advertising materials. Additional charges, when applicable, will be invoiced. Accounts not paid within 30 days following the statement will not be permitted to advertise until payment is made in full and may be subject to contract cancellation and increased rates. **Interest will be charged at 1.5% per month on unpaid balances past 30 days.** All insertion orders are subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the changes become effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

Advertising materials submitted through an advertising agency will receive a 15% discount.

No oral agreements or understanding of any nature shall conflict in any way with the advertising rate terms.

Cancellation or changes are not accepted after the closing date. A previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

Adjustments will be made if an advertiser exceeds or does not meet the specified number of ads in a 12-month period.

Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.

Ad space reservations must be made by contract to the ad director. The publisher reserves the right to reject or cancel any advertising, insertion order, space reservation, or position commitment at any time.

Advertisements not received by our advertising production department by closing date will not be entitled to the privilege of revision by the advertiser or its agency.

Advertising contracted on frequency rates will be automatically picked up from the previous issue unless otherwise specified. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.

Publisher is not liable for delays in delivery and/or nondelivery in the event of act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down or any condition beyond the control of the publisher affecting production or delivery in any manner.

Publisher is not liable for errors in key numbers, or shifts in color due to the web printing process.

Publisher is not liable for any costs or damages if, for any reason, it fails to publish an advertisement.