



INSERTION ORDER for IDEMA Storage Industry Calendar 2009
DEADLINE FOR INCLUSION: OCTOBER 22, 2008!

NAME _____	COMPANY _____
ADDRESS _____	
PHONE _____	FAX _____
EMAIL _____	

Monthly Ad Spaces- Full Page: \$4,000 Each (Up to 12 Available, one ad per month) includes 100 copies of the calendar per full page ad

Premium Logo Spaces on Calendar Squares:
(Size: 2 calendar date squares)

\$900 one month – includes 20 copies of the calendar
\$4,000 six months – includes 75 copies
\$6,000 twelve months – includes 150 copies of the calendar

Logo Ad Spaces on Calendar Squares:
(Size: 1 calendar date square)

\$500 one month – includes 10 copies of the calendar
\$1,750 six months – includes 50 copies of the calendar
\$3,000 twelve months – includes 100 copies of the calendar

Additional copies of the calendar can be ordered through Trudy Gressley at the IDEMA office, 408-719-0082 or tgressley@idema.org.

Deadline: Ad materials due no later than October 27, 2008

Full Page Calendar Ad: trim size is 12" x 12" with a 1/4" bleed allowance. Live area is 11.75 x 11.75. All files must be in electronic format. Ad artwork should be submitted as a press-ready pdf file. All colors must be converted to CMYK. Fonts should be embedded in pdf file or converted to outlines to avoid any unnecessary production charges. Materials submitted must include ad document and file name. Placement: Ad locations are assigned in the order received. We will make every effort to fill preferred location requests.

Logos: Logos should be submitted in .eps format to tgressley@idema.org.

General Conditions

All advertisements are accepted and published by IDEMA on representation that the advertiser and/or advertising agency (if applicable) is properly authorized to publish the entire contents and subject matter thereof. Advertisers agree to indemnify and hold IDEMA harmless against any expense or loss by reason or any claims arising out of publication. Content of advertisements are subject to publisher's approval. IDEMA reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Rates are Gross. Payment is due in full within 30 days of invoice date.

Cancellation Policy

All cancellations must be submitted in writing. No cancellations will be accepted after the Ad Close deadline. Cover positions placements are non-cancelable. More than 60 days notice: No Charge; 60 days: 25% of ad fee; 30 days: 50% of ad fee; Less than 30 days: Full Price.



Please complete the following information and fax form to IDEMA at 408-719-0087.

- ☐ Full Page Ad - preferred month/months: _____
Number of Months @ \$4000 per month: _____
- ☐ Premium Logo Space-preferred month/months: _____
Number of Months @ \$900 per month: _____
- ☐ Premium Logo – 6 months
☐ Premium Logo – 12 months
☐ One Month Logo - preferred month or months: _____
Number of Months @ \$500 per month: _____
- ☐ Six Months Logo - preferred months: _____
- ☐ Twelve Months Logo

IDEMA will make every effort to place logos and ads in preferred month; however, ad space is sold on a first come, first served basis.

Payment Instructions:

Total Amount: \$ _____
PO# / Invoice# _____
☐ Visa ☐ AMEX ☐ MC ☐ Discover
Card No: _____ Exp. Date: _____