

**ILLINOIS JOURNAL CONTRACT  
WITH ADDENDUM**

When this agreement has been signed by both parties, it shall constitute a contract between Illinois Association for Health, Physical Education, Recreation and Dance and:

(Company Name) \_\_\_\_\_

(Address) \_\_\_\_\_

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

(Phone) \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

\_\_\_\_\_ AGREES TO PURCHASE  
(Print Company Name)

ADVERTISING SPACE IN \_\_\_\_\_ ISSUE(S) OF the Illinois JOURNAL.

Purchaser agrees to furnish copy for said advertising space according to the specification listed on Addendum #1 of this contract on or before the deadlines for each issue as follows:

\_\_\_\_\_ Spring Issue (March) ----- February 1<sup>st</sup>

\_\_\_\_\_ Fall Issue (October) ----- July 1<sup>st</sup>

Check size of AD:

\_\_\_\_\_ full page

\_\_\_\_\_ 1/2 Page

\_\_\_\_\_ 1/4 Page

Please sign and send this contract to:

By \_\_\_\_\_

Print \_\_\_\_\_ Name

\_\_\_\_\_  
Robert M. McBride  
IAHPERD Executive Director

Title \_\_\_\_\_

P. O. Box 1326  
Jacksonville, IL 62651

Firm:

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(217) 245-6413  
(217) 245-5261 FAX

Date:

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## ADVERTISING CONTRACT – ADDENDUM #1

### ADVERTISING RATES

#### ILLINOIS JOURNAL

<u>SPACE</u>	<u>1 ISSUE</u>	<u>Multiple Issues / Per Issue Cost</u>
1 Page		\$250
		\$200 an issue
1/2 Page		\$150
		\$125
		an issue
1/4 Page		\$75
		\$60 an
		issue
Front/Back Inside Cover		\$350
		\$300
		an issue

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#### Black & White Advertising Only

#### Rules for electronic or CD submission of advertisement

#### Copy and Contract Regulations

- A. The publisher assumes no responsibility and will not be held liable for any statements appearing in the advertisements.
- B. Advertising simulating editorial content will not be accepted.
- C. It is assumed that all pictures, names and endorsements by advertisers have been covered by written consent.

### **For Digital Pictures:**

- D. \* The camera should be at least a 3 or above Mega Pixel digital camera.
  - \* Set the picture resolution to the highest the camera offers.
  - for example: 1028x764
  - This setting is usually assessed through a menu in the camera.
  - If there are no numbers to choose, choose "high" which is usually an option when no resolution numbers are available.
- E. \* Files are usually saved in JPEG format, which will be fine.
- F. \* As with any picture taking, please remind the photographer to not take pictures with the sun/light behind the person in the picture.

### **For JOURNAL Advertisements:**

- G.. \* Please provide \_both\_ \*.PDF (Acrobat Portable Document Format) files and \*.EPS (Encapsulated PostScript) files. (This way I have a backup just in case).
- H. \* When sending these files, please send all fonts used (both screen and printer).
- I. \* Please send a hardcopy print of the ad, so I can verify the ad looks correct.

**IF THE ABOVE SPECIFICATIONS ARE NOT ADHERED TO,  
THE ADVERTISING WILL BE RETURNED.**

### **CIRCULATION INFORMATION**

Circulation --- 4,700 plus

Locality --- Illinois and several other states

Who --- Health, Physical Education, Recreation and Safety Education Teachers and Administrators; Athletic Directors; City and District Directors; Coaches; Community Recreation Directors; and Libraries.

Dear Potential Advertiser:

The Illinois Association for Health, Physical Education, Recreation and Dance would like to invite you to advertise in its JOURNAL. We have a circulation of over 4,700 copies semi-annually. Our members are teaching in the elementary, and secondary schools, college and universities, as well as other agencies. Many of our subscribers are Physical Education Department Chairs, Athletic Directors, Coaches, Park Recreation Personnel, and Health Educators whose responsibility it is to purchase equipment and books. In addition, the JOURNAL is sent to many libraries and professionals in other states. The Illinois Association is one of the three largest in the American Alliance.

In many instances this publication is the only journal or source to keep abreast of new equipment, books and other materials. Many of our members find it difficult to regularly attend our conventions to review what you have to offer. We think the Illinois JOURNAL could be an appropriate way for you to inform interested people of your products.

Our advertising rates are listed in Addendum #1 of the Advertising contract. I hope you will find them attractive and a good value for marketing your company's special new product.

Should you be interested in advertising, please contact me:

Robert McBride  
IAHPERD Executive Director  
P. O. Box 1326  
Jacksonville, Illinois 62651  
iahperd@mchsi.com

Thank you for considering an advertisement in the Illinois JOURNAL.

Sincerely,

Robert McBride