

Iowa Architect Insertion Order

Firm Name _____
 Billing Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Website _____
 Contact Name _____ E-mail _____
 Signature _____ Date _____
 Sales Representative _____

Ad size _____ B&W/Color _____
 Placement _____ Special Instructions _____
 Unit Price _____ Index Category _____
 Issues: Spring _____ Summer _____ Fall _____ Winter _____
 Total Cost _____

Space Reservation

To reserve your advertising space, complete this form and return to Stonehand Publishing Group.

Media Specifications

Live area: 7 1/2 x 10, Trim Size: 8 1/2 x 11, Bleed Size 9 x 11 1/2
 Line Screen: 133 to 175, 300dpi minimum

File Submission

- Ads may be submitted as InDesign, Illustrator, Quark Xpress, or high-resolution Photoshop or Acrobat PDF files. All fonts and supporting files should be provided as CMYK high-resolution artwork. Must be 300 dpi at final size and line art must be 1270 dpi.
- Ads may be submitted on disc or as compressed files through e-mail.

File Preparation

- A hardcopy proof must be provided with the digital files so we can check the accuracy of the output.
- Keep all art elements and type NOT INTENDED TO BLEED 1/2" from the trim on all four sides.
- Bleed ads must include 1/4" excess image on all four sides. (See ad unit size requirements above.)
- All files (and proofs) must include crop marks and center marks. Crop marks must be placed 1/4" outside the trim area.

Print Ad Deminions

Full Page - 8.5 x 11 (full bleed)	1/3 Page Vertical - 2.125 x 9.5
2/3 Page Horizontal - 7 x 6.25	1/4 Pg Horizontal - 4.625 x 3.375
2/3 Page Vertical - 4.625 x 6.25	1/4 Page Vertical 3.375 x 4.625
1/2 Page Horizontal - 7 x 4.625	1/6 Page Horizontal 4.625 x 2.125
1/2 Page Vertical - 3.375 x 9.5	1/6 Page Vertical 2.125 x 4.625
1/3 Page Horizontal - 7 x 3	1/8 Page Horizontal 3.325 x 2.125
1/3 Page Square - 4.625 x 4.625	1/8 Page Vertical 2.125 x 3.325

Terms & Conditions

Advertiser shall pay for the advertising purchased under this Agreement according to the terms indicated on the Stonehand Publishing Group's invoice and billing statement. If Advertiser fails to timely pay as provided for in the invoice and billing statement, Stonehand Publishing Group may reject Advertiser's copy (including digital files), and/or immediately cancel this agreement. Advertiser then agrees to indemnify the Stonehand Publishing Group for all advertising preparation expenses, and pay all costs incurred in connection with amounts payable under this Agreement, including court costs and attorney fees. Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the Publisher harmless

against any expense or loss by reason of any claims arising out of publication. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by the Publisher in writing. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date. All terms and conditions are subject to change by the Publisher without notice. All ad copy materials, including digital media, color separations, and the like, which are the property of the advertiser, shall be claimed and removed by the advertiser no later than 30 days following the date of last ad publication. Unclaimed materials shall thereafter become the property of the Publisher and may be retained or destroyed at its sole discretion. Original digital media, photographs, negatives, transparencies, and artwork shall be provided by the advertiser at its sole and complete risk, and the Publisher shall not be responsible for any such provided material that may become lost, damaged, or destroyed while in its possession. The advertiser is advised to retain original copies or duplicates of any such material for safekeeping. Stonehand Publishing Group exercises reasonable care and diligence to prevent an error or omission in each advertisement. Stonehand Publishing Group requests digital files for all advertisements. Film negatives and camera-ready art are accepted at an additional production charge. Other than as expressly set forth herein, Stonehand Publishing Group extends no warranties or assurances with respect to any ad placed and shall not be liable for any incidental or consequential damages with respect to any advertiser or other third party claim. Advertiser's sole remedy in the event of any failure of any kind on the part of Stonehand Publishing Group shall be limited to a refund or credit with respect to the cost of the first ad insertion, limited to the cost of that portion of the ad wherein the error occurred. No conditions other than those set forth in this document shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this insertion order.



Please submit payment to
 Stonehand Publishing Group
 5577 Meredith Drive, Unit C
 Des Moines, Iowa 50310
 515-255-3503 (office)
 515-0331-1078 (Fax)