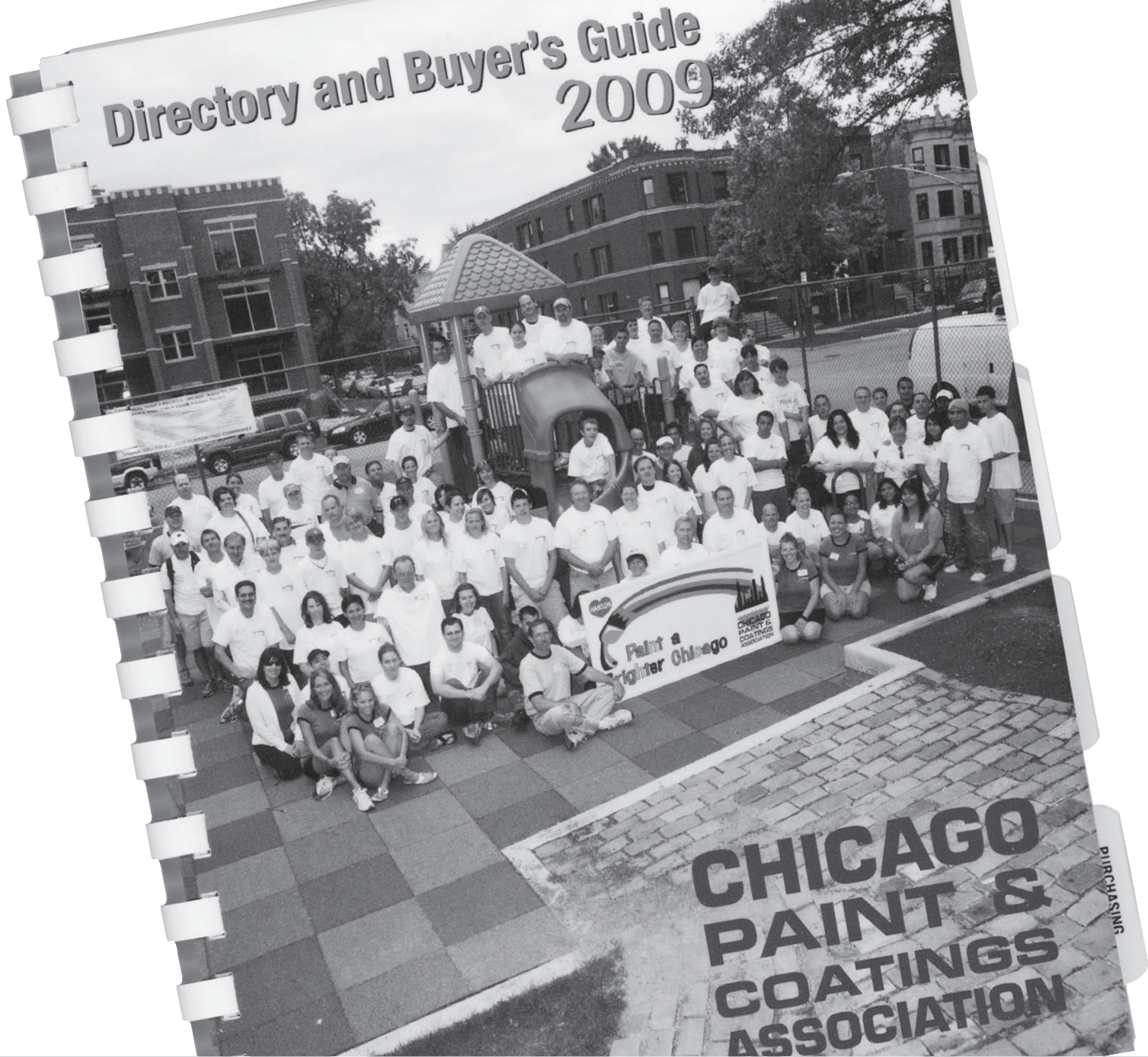




2010

Directory and Buyer's Guide Advertising Rates and Contract Form



New
Address
& Phone
Number

1701 East Woodfield Road, Suite 205
Schaumburg, Illinois 60173
Phone: (847) 240-0102 • Fax: (847) 240-0103
www.chicagopaint.org • E-mail: director@chicagopaint.org



IMPORTANT! PLEASE COMPLETE THIS CONTRACT FORM

2010 CPCA DIRECTORY & BUYERS' GUIDE CONTRACT

This is my authorization to insert our advertisement as follows in the *Directory & Buyers' Guide*.
 * To have your company listed under the tab pages you must be a member company. To apply for membership contact the association at (847) 240-0102.

- | | | |
|---|--|---|
| <input type="checkbox"/> Repeat Ad from 2009 Directory | <input type="checkbox"/> New Ad Material | <input type="checkbox"/> Ad Material Enclosed |
| <input type="checkbox"/> Repeat Ad with changes
<i>(Enclosed is the Ad copy w/changes)</i> | | <input type="checkbox"/> Ad Material to follow
<i>(must have by Oct. 15, 2009)</i> |

PLEASE INDICATE WHICH AD SIZE YOU ARE REQUESTING

	4-COLOR	3-COLOR	2-COLOR	BLK/WHT
Inside Front Cover	\$ 1500.00 <input type="checkbox"/>	\$ 1500.00 <input type="checkbox"/>	\$ 1500.00 <input type="checkbox"/>	N.A.
Inside Back Cover	1500.00 <input type="checkbox"/>	1500.00 <input type="checkbox"/>	1500.00 <input type="checkbox"/>	N.A.
Back Cover	2000.00 <input type="checkbox"/>	N.A.	N.A.	N.A.
2 Page Spread	1800.00 <input type="checkbox"/>	1500.00 <input type="checkbox"/>	1300.00 <input type="checkbox"/>	N.A.
Tab Index Page	1200.00 <input type="checkbox"/>	1000.00 <input type="checkbox"/>	800.00 <input type="checkbox"/>	N.A.
<i>Please indicate tab page preferences: _____ (1st) _____ (2nd)</i>				
Full Page	1000.00 <input type="checkbox"/>	800.00 <input type="checkbox"/>	700.00 <input type="checkbox"/>	400.00 <input type="checkbox"/>
Half Page	600.00 <input type="checkbox"/>	500.00 <input type="checkbox"/>	400.00 <input type="checkbox"/>	300.00 <input type="checkbox"/>
<input type="checkbox"/> Bleed <i>(add \$75.00)</i>	<input type="checkbox"/> PMS Color <i>(add \$55.00 per PMS color)</i>			
<i>The PMS colors are: _____</i>				

It is agreed to pay upon receipt of invoice, by January 15, 2010 the sum of \$ _____
(This amount does not include additional costs for changes made to my ad. These costs must be obtained from the printer utilized by the Chicago Paint & Coatings Association.)

It is understood that **all prices are NET and that no agency, membership or other discount will be allowed.**
 It is also understood that the association reserves the right to reject any advertising not in conformity with established association policies.

Advertising Company: _____ Contact: _____

Advertising Agency (If applicable): _____ Contact: _____

Company/Agency to be billed: _____ Contact: _____

Billing Address: _____ City: _____ State: _____ Zip _____

Telephone Number: _____ Fax Number: _____ E-Mail: _____

Signature: _____ Date: _____

PLEASE RETURN THIS CONTRACT FORM TO:



Chicago Paint & Coatings Association
 1701 East Woodfield Road, Suite 205
 Schaumburg, IL 60173
 Phone: (847) 240-0102 • Fax: (847) 240-0103
 www.chicagopaint.org • E-mail: director@chicagopaint.org

THE DIRECTORY & BUYERS' GUIDE

The Chicago Paint & Coatings Association's *Directory and Buyers' Guide* has been proven to be one of the best reference sources in our industry. Your advertisement not only promotes your company, but also demonstrates your support of the association. Plan now to be part of the next edition! Our *Directory & Buyers' Guide* features the following tab index pages:

- **Association Information** includes the Calendar of Meetings & Events, By-Laws, NPCA Antitrust Policy, Mission Statement, and other relevant information under which the Chicago Paint & Coatings Association functions.
- **Officers, Directors & Committees** lists the current and past Association Administration.
- **Membership Roster** lists all member companies and their classifications.
- **Web Sites** lists the addresses of all member companies who host a Web Site.
- **Purchasing Agents, Technical Directors, Superintendent and/or Engineer and Legislative and Regulatory Contact** are highlighted.
- **Products & Services Directory** section includes the products and services of member companies.
- **Manufacturers' Agent/Distributor** lists the agent/distributor of member companies.
- **Representatives** an alphabetical listing of our members and the company they represent.
- **Advertisers** lists the companies that advertise in the Directory and Buyers' Guide.

ADVERTISING RATES

SIZE	4-COLOR	3-COLOR	2-COLOR	BLK/WHT
Inside Front Cover	\$ 1500.00	\$ 1500.00	\$ 1500.00	N.A.
Inside Back Cover	1500.00	1500.00	1500.00	N.A.
Back Cover	2000.00	N.A.	N.A.	N.A.
2 Page Spread	1800.00	1500.00	1300.00	N.A.
Tab Index Page	1200.00	1000.00	800.00	N.A.
Full Page	1000.00	800.00	700.00	400.00
Half Page	600.00	500.00	400.00	300.00

Please read specifications carefully as many have changed.

AD SPECIFICATIONS

	Cover	Inside Pgs (Full)	Inside Pgs (Half)	Tab Pgs
Trim Size*	6.25" x 8"	5.875" x 8"	–	5.875" x 8" (tab = .375")
Non-Bleed Image Area	5.5" x 7.25"	5.125" x 7.25"	5.125" x 3.25"	5.125" x 7.25"
Bleed Image Area	6.5" x 8.25"	6.125" x 8.25"	–	6.125" x 8.25"

* Keep live matter (text) at least .375" from all sides.

Please read specifications carefully as many have changed.

AD REQUIREMENTS

1. We accept ads placed on CD, DVD, or ZIP disc or for your convenience you can e-mail your ad to director@chicagopaint.org. For all ads placed on disc, please provide a laser printout or PDF. For e-mailed ads, please provide press-ready PDF's. All digital files should be identified by advertiser's name. We no longer accept ads on film.
2. Keep live matter (text) at least .375" away from all sides.
3. Please indicate PMS color(s) clearly on your contract and in your files.
4. All materials must conform to current U.S. Sheetfed Coated v2 standards.

**Creating a new ad for the Directory & Buyers' Guide is available to you.
Contact Pamela Kenley at KenleyCreative@Comcast.net
or 708.334.1114 for a free consultation and quote.**

Any alterations made to current advertisements are additional.

Please call the association for costs on alterations.

**Ads created in Microsoft Word and Publisher
may need additional work.*

CLOSING DATES

1. Reservations for advertising space must be received by **October 1, 2009**.
2. Ad Disks or E-Mails must be received by **October 15, 2009**.
3. **No cancellations** will be accepted for premium positions (e.g. tab pages).
4. All cancellations must be made in writing and received by the Chicago Paint & Coatings Association no later than **October 1, 2009**. **No cancellations are accepted after this date.**



TO RESERVE YOUR AD PLEASE CONTACT:

**Chicago Paint & Coatings Association
1701 East Woodfield Road, Suite 205
Schaumburg, Illinois 60173**

Phone: (847) 240-0102 • Fax: (847) 240-0103

www.chicagopaint.org • E-mail: director@chicagopaint.org

MAILING INSTRUCTIONS

1. Complete the contract and send it with your disk. Ads can also be e-mailed.
2. All e-mails must be clearly identified in the subject line with advertiser's name, and all digital files must be clearly identified with advertiser's name.
3. All cartons must be clearly marked with advertiser's name and contact person.
4. Send insert samples with instructions for new or revised ads.