



# 2010/2011 General Rates

Page	1x	2x	4x (1 year)
1/1 bleed	\$500.00	\$475.00	\$450.00
1/1 non-bleed	\$450.00	\$425.00	\$400.00
2/3 Horizontal	\$350.00	\$330.00	\$300.00
1/2 bleed	\$250.00	\$230.00	\$200.00
1/2 non-bleed	\$225.00	\$205.00	\$175.00
1/3 Box	\$150.00	\$130.00	\$120.00
1/3 Vertical	\$150.00	\$135.00	\$120.00
1/6 Vertical	\$100.00	\$90.00	\$75.00
1/6 Horizontal	\$100.00	\$90.00	\$75.00

*The rates for taking four ads is only good if the ads are paid for a year in advance. No refunds will be given on ads canceled in mid-year. All rates are gross, before agency commission. These rates are subject to change. These rates and all advertising transactions are subject to The Pen & Quill's Terms of Conditions. The Pen & Quill Magazine is a quarterly publication.*

## ONLINE RATES

Type	Placement page	6 months	1 year
Leaderboard	Home page only (top)	600.00	975.00
Square	Home page	350.00	700.00
Square	Store	500.00	875.00
Square	Signature Studies	300.00	550.00
Square	Authenticators page	275.00	500.00
Square	FAQs	275.00	500.00
Square	All other pages	250.00	475.00
Banner	Home Page (bottom)	275.00	500.00
Banner	All other pages(bottom)	195.00	350.00

### Site Traffic

Page views per month: 13,678 (number of screens viewed)  
 Visits: 3,219 - Unique visits (visitors) per month: 2,424 (each user counted only one time) - New visits: 69.06% new visits - Average visitor session length: 3:39 minutes (total average time spent in site)

Above totals from February 7 - March 7, 2011.

### Need help with your PRINT AD or ONLINE BANNER?

Just send us your logo, text and a picture (or more), and we will create the ads for you. We can also write the text if you give us some pointers. We only charge \$125 per print ad and \$85 per static online ad, so its probably the best deal in town. Text writing is extra. To get started, send an email to [advertising@uacc.org](mailto:advertising@uacc.org), or call us at (714) 994 6991

**Online Advertising:** We are offering 20 % off on any online advertisements on [www.uacc.org](http://www.uacc.org) as a part of your advertising package with The Pen & Quill magazine to ensure you are getting maximum exposure online on us. Your choice will include the following:

**Leaderboard:** (Available on home page only).  
 Size: 728 x 90 pixels. Max File Size: 20K (gif, jpeg); 67k (rich media). Formats accepted: Gif, jpeg, flash, HTML, iframe, or Expandable Animation: Limited to 20 seconds. Third-party ad serving allowed. Serving different ads upon browser refresh, or new user entering.

**Square:**  
 Size: 200 x 200 pixels. Max File Size: 20K (gif, jpeg); 67k (rich media). Formats accepted: Gif, jpeg, flash, HTML, iframe, or Expandable Animation: Limited to 20 seconds. Third-party ad serving allowed. Ads are rotating.

**Banner:**  
 Size: 460 x 100 pixels. Max File Size: 20K (gif, jpeg); 67k (rich media). Formats accepted: Gif, jpeg, flash, HTML, iframe, or Expandable Animation: Limited to 20 seconds. Third-party ad serving allowed.

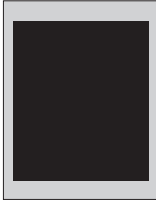
Please include ClickTag for Rich Media (Flash), or URL for link in the insertion order form.

Email materials/notifications to Ad Production Dept: [advertising@uacc.org](mailto:advertising@uacc.org) - Free online banner applies to your first ad package with The Pen & Quill Magazine only. For more information on your banner ad position please contact your advertising representative or visit [www.uacc.org/advertising](http://www.uacc.org/advertising)

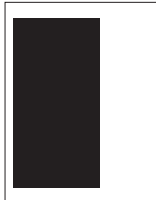
### For more information, contact:

UACC - The Pen & Quill  
 7372 Walnut Avenue, Suite L  
 Buena Park,, CA 90620  
 Phone: 714-994-6991 eFax: 714-908-1880

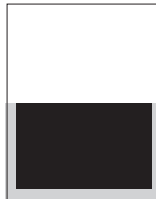
# Mechanical Requirements



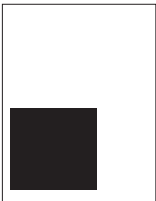
**FULL PAGE**  
Non-bleed: 7.5" x 9.5"  
Bleed: 8.750" x 11.250"  
Trim: 8.5" x 11"



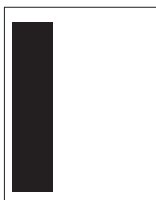
**2/3 PAGE HORIZONTAL**  
4.6875" x 9.5"



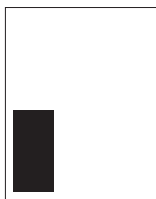
**1/2 PAGE HORIZONTAL**  
Non-bleed: 7.5" x 4.6875"  
Bleed: 8.750" x 5.5625"  
Trim: 8.5" x 5.3125"



**1/3 PAGE BOX**  
4.7192" x 4.9191"



**1/3 PAGE VERTICAL**  
2.3049" x 9.5"



**1/6 PAGE VERTICAL**  
2.3049" x 4.9191"



**1/6 PAGE HORIZONTAL**  
4.9191" x 2.3133"

## GENERAL MATERIALS DEADLINE:

All Materials including insertion orders, formatted list, creative files/proofs are due by the "Ad Close", the 15th day, two weeks prior to the issue. The next business day will apply if either deadline falls on a weekend or official U.S. Federal holiday. Contact Advertising Sales for confirmation of deadlines. Creative layout submission encouraged one week prior to ad close for copy clearance.

## SAFETY:

All live matter must be 1/4 inch from trim on all sides.

## GUTTER SAFETY:

3/16 inch on each side (total 3/8 inch).  
Minimum size knockout type should be 8 point.

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

## DIGITAL AD REQUIREMENTS

**MEDIA:** All ad submissions must be PDF/x1a files and emailed to the Ad Production Dept: [advertising@uacc.org](mailto:advertising@uacc.org)

The PDF/X-1a files must have:

- All fonts **MUST** be embedded (True Type fonts can not be used for Printing).
- The color space must be CMYK or Grayscale.  
No RGB, LAB or embedded color profiles (such as ICC profiles).
- No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors **MUST** be converted to CMYK.
- Maximum ink density: 300 total.
- Resolution: 300 dpi.

If you do not have a PDF/x1a file resource available, please contact Ad Production for special arrangements or ship your materials to UACC AD PRODUCTION, 7372 Walnut Avenue, Suite L, Buena Park, CA 90620.  
Phone: 714-994-66991 eFax: 714-908-1880

Effective November 2010



# Insertion Order

## ADVERTISER

Contact: \_\_\_\_\_ Company Name: \_\_\_\_\_  
 Product Featured: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

## AGENCY

Contact: \_\_\_\_\_ Agency Name: \_\_\_\_\_  
 Product Featured: \_\_\_\_\_  
 Toll Free Number \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

## INSERTION

Position Type:	Standard	Inside Cover	Back
Issue (circle one or more):	#1	#2	#3
Ad Size (circle one):	Full page	2/3 page	1/2 page
	1/3 page Box	1/3 page Vert	1/6 page vert
			1/6 page horizontal

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Ad Material Contact: \_\_\_\_\_  
 Type of Materials: \_\_\_\_\_  
 Additional Instructions: \_\_\_\_\_

Payment (circle one):  Credit Card  Check  
 Please call (714) 994 6991 for credit card payment - or pay online at [www.uacc.org/advertising](http://www.uacc.org/advertising). If paying by check, please mail to: Webgines Communications, Inc., 7372 Walnut Avenue, Suite L, Buena Park, CA 90620

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_  
 (signature of owner, partner or corporate officer)