



2012 IRA Coupon Booklet Advertising Insertion Order

Due to their popularity with IRA Attendees, coupons are back and in a new format! The IRA Coupon Booklet is small, but packs a powerful punch to reach attendees and draw traffic to your booth. The new smart design fits perfectly into the Attendee Badge Holder so that your coupon is always within reach. Resizing of the opportunity devotes one coupon per double-sided page and is conveniently perforated for easy removal and redemption. Coupons successfully announce your drawing, giveaways or discounts with purchase.

Distribution: April/May 2012 at attendee registration Circulation: 10,000+

Exclusive 4-color opportunity! Covers 2, 3 & 4 will be available on a first come basis. Act now to secure this prominent ad placement combo!

RATES:		
PREMIUM PLACEMENT	4-Color Only	Deadline for submission of all artwork:
Covers 2, 3 & 4	<input type="checkbox"/> \$6,500	March 16, 2012
COUPONS	B & W Only	
(1) Double-sided page	<input type="checkbox"/> \$950	
Signature of Authorized Responsible Party		
No cancellations will be accepted. The publisher reserves the right to accept or reject any advertising at his absolute discretion.		

Please indicate responsible billing party by checking a box below:

Corporate contact:

Agency Contact:

Contact Name

Contact Name

Company

Company

Address

Address

City

State/Zip

City

State/Zip

Phone

E-mail

Phone

E-mail

Please send the completed form to the attention of Jane Conway at jconway@reading.org or Fax: 302-341-3227.

PRODUCTION SPECIFICATIONS FOR IRA PROGRAM BOOK

Deadline for submission of artwork: March 16, 2012

File Format:

- PDF/X-1a files plus native files required for all ads View specifications at www.swop.org or www.adobe.com
- Fonts must be outlined or embedded
- All colors should be converted to CMYK (except black text)
- Crop marks and color bars should be outside printable area (12pt offset)
- Only one ad per PDF document. (Submit spreads as single-page files, indicating righthand page [RHP] and lefthand page [LHP] in file names)

Document setup:

- Quark Xpress or Adobe InDesign should be used for ad layouts
- Illustrator – outline all fonts, flatten transparencies, embed all elements (no links)

Color Space:

- All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 240% for the darkest area of an image
- No rich black Ensure all text and black elements are created as 100% black only

Submitting ad materials:

- E-mail a press-ready PDF to jconway@reading.org
- Upload a press-ready PDF to IRA's FTP site. For instructions, send an e-mail to jconway@reading.org
- Mail a press-ready PDF on a CD along with a proof to:

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800 Barksdale Road / P.O. Box 8139
Newark, DE 19714-8139
Attn: Jane Conway

