

# THE REPORTER

Publication of the State Employees Association of North Carolina (SEANC)

**CIRCULATION 55,000**

SEANC members in all 100 North Carolina counties, government officials and other employee associations.



www.seanc.org

**PUBLICATION**

Nine issues annually  
*Published in November, December, February, March, April, May, June, July and September.*

**AD SPECIFICATIONS**

Only camera-ready electronic ads (PDF, JPEG, TIF files) will be accepted. Ads must be received by ad copy deadlines and meet size specifications. Ads may be in full color or black and white.

**AD CONTRACT LIMITS**

Ad rates may change upon 90-day notice. Advertiser agrees to indemnify publisher against any claim or expense resulting from unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademarks, label, etc., in connection with the advertisement.

The publisher retains the right to reject any ad deemed not in the interest of SEANC or its membership.

**FREQUENCY DISCOUNT**

To receive the frequency discount multiple issues must be contracted at time of signing.  
Nine issues = 10% per ad  
Five issues = 5% per ad

**AD AGENCY DISCOUNT**

This discount not offered in addition to frequency discounts.  
10% per ad

**PRE-PAYMENT**

Required for first-time advertisers

**MAKE CHECKS PAYABLE TO:**

SEANC  
Attn: Alicia Clapp  
P.O. Drawer 27727  
Raleigh, NC 27611

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## ADVERTISING CONTRACT AGREEMENT

The undersigned agrees to advertise in the selected issues at the size/cost selected. Please make your ad size selection by checking where indicated in the ad size diagrams and the issue(s) you desire to advertise by checking the box beside the desired month(s) on the reverse side of this form. Requests to suspend a contracted ad must be made in writing five business days prior to the issues publication deadline.

Organization: \_\_\_\_\_ Contact \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email address: \_\_\_\_\_

Ad placement authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

*Signature*

Accepted for SEANC by \_\_\_\_\_ and subject to final review by SEANC's Communications/Public Relations Director and Executive Director.

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Mail, fax or email contract to: SEANC, Attn: Alicia Clapp, PO Drawer 27727, Raleigh, NC 27611  
Fax: 919-829-5829 / 800-296-4999 • Email: reporter@seanc.org

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*Publication of the State Employees Association of North Carolina (SEANC)*

Please make your ad size selection by checking where indicated in the ad size diagrams below and the issue(s) you desire to advertise by checking the box beside the desired month(s) to the right.

Total advertising inches in The Reporter will be limited to the equivalent of one page. Advertising contracts will be accepted on a first-come, first-serve basis.

ISSUE(S)	Ad Copy Deadline
<input type="checkbox"/> November 2011	Sept. 28, 2011
<input type="checkbox"/> December 2011	Oct. 31, 2011
<input type="checkbox"/> February 2012	Dec. 22, 2011
<input type="checkbox"/> March 2012	Jan 26, 2012
<input type="checkbox"/> April 2012	Feb. 29, 2012
<input type="checkbox"/> May 2012	March 29, 2012
<input type="checkbox"/> June 2012	May 2, 2012
<input type="checkbox"/> July 2012	May 30, 2012
<input type="checkbox"/> September 2012	Aug. 1, 2012

**1/4 page**  
**3.72”w x 4.81”h**  
**\$400.00**

Check here to select this size ad.

**1/8 page**  
**2.375”w x 3.72”h**  
**\$225.00**

Check here to select this size ad.

**1/16 page**  
**1.83”w x 2.375”h**  
**\$150.00**

Check here to select this size ad.

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