

# THE REPORTER

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

### CIRCULATION 55,000

Members of SEANC in all 100 counties, state-elected and appointed officials, media professionals, the General Assembly and other employee associations.

### PUBLICATION

**4 issues annually**

*Published in March, May, September and November.*

### AD SPECIFICATIONS

Only camera-ready hard copy ads (ads ready to place as is) or e-mailed .pdf files\* will be accepted. NO FAXES. Ads must be received by specified 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

**Must purchase 4 issues at one time to receive discount.**

4 issues = 20% per ad

### AD AGENCY DISCOUNT

**This discount not offered in addition to frequency discounts.**

15% per ad

### PRE-PAYMENT

Required for first-time advertisers

### MAKE CHECKS PAYABLE TO:

SEANC

Attn: Amber Ernst

P.O. Drawer 27727

Raleigh, NC 27611



www.seanc.org

## ADVERTISING CONTRACT AGREEMENT

The undersigned agrees to advertise at the following size/cost in the issue(s):

### SIZE (Height x Width)

### COST

|   |            |
|---|------------|
| <input type="checkbox"/> 3/4 page (7.57"W x 13.567"H)                     | \$1,000.00 |
| <input type="checkbox"/> 1/2 page (10.125"W x 6.66"H) or (5"W x 13.567"H) | \$ 750.00  |
| <input type="checkbox"/> 1/3 page (3.2"W x 13.567"H)                      | \$ 530.00  |
| <input type="checkbox"/> 1/4 page (5"W x 6.66"H)                          | \$ 450.00  |
| <input type="checkbox"/> 1/8 page (2.46"W x 6.66"H)                       | \$ 300.00  |
| <input type="checkbox"/> 1/16 page (2.46"W x 3.25"H)                      | \$ 180.00  |

### ISSUE(S)

- November 2010
- March 2011
- May 2011
- September 2011
- Month-to-Month\*  
(no discount)

\*Requests to suspend an ad must be made in writing 10 business days prior to next issue's print date.

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

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

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ E-mail \_\_\_\_\_

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

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

### Mail or fax contract to:

SEANC, Attn: Amber Ernst, PO Drawer 27727, Raleigh, NC 27611

Fax 919-829-5829 / 800-296-4999

\*E-mail ads to: aernst@seanc.org

Questions? Contact Amber Ernst at aernst@seanc.org or 919-833-6436 / 800-222-2758.