

# EMORY

# report

## Insert Policy and Procedures

(Non-Emory Clients)

### CONTACT

Christi Gray  
Associate Editor/Designer  
christi.gray@emory.edu or 404-727-5546

### INSERTS

Special editorial inserts are independent supplements printed and distributed within Emory Report but must adhere to Emory University and Emory Report design guidelines.

### DISTRIBUTION

**Emory Report:** Emory Report is distributed 21 times a year in print. Readers include Emory faculty, staff, retirees, alumni, students and community members. 7,500 copies are distributed to racks around campus as well as to individual subscribers.

Each issue of Emory Report is posted online and an electronic version is distributed via e-mail.

**Inserts:** In addition to inclusion in the print issue, a PDF of each insert will be posted online with that issue's Web edition. The insert will also be distributed with that issue's electronic version, with a total reach of 34,000.

**OPTIONS:** (cost includes 7,500 printing and distribution to all ER drop offs)

### STANDARD RATES

2 PAGE	2 PAGE	4 PAGE	4 PAGE	NOTES
11" X 17"	8.5" X 11"	11" X 17"	8.5" X 11"	<b>DISCOUNT:</b> Reserve 6 or more inserts per year and save \$50 each issue.
4 color: \$2,850	4 color: \$2,250	4 color: \$3,500	4 color: \$2,750	<b>NEED EXTRA?</b> Add \$50 for each 100 extra copies of any insert, to be delivered to one location.
2 color: \$2,650	2 color: \$2,000	2 color: \$3,250	2 color: \$2,500	<b>COLOR:</b>
1 color: \$2,400	1 color: \$1,800	1 color: \$3,000	1 color: \$2,200	<ul style="list-style-type: none"><li>• 2 Color = black + one color</li><li>• 1 Color = black and white</li></ul>



### INSERT RESERVATION DEADLINE

All insert space reservations must be received no later than 14 days prior to the desired issue date. THE FILES MUST BE SUBMITTED BY NOON 10 DAYS PRIOR TO ISSUE DATE. NO EXCEPTIONS. This is to ensure the insert is ready to be inserted on publication day.

### Reservation Form:

Clients must fill out and sign a reservation form and submit it to christi.gray@emory.edu.

### CLIENT RESPONSIBILITY

The client is solely responsible for the accuracy of the insert content. The client will be offered one digital print proof after the final files have been submitted. Printer costs are associated with any changes to the digital print proof.

### FILE SUBMISSION

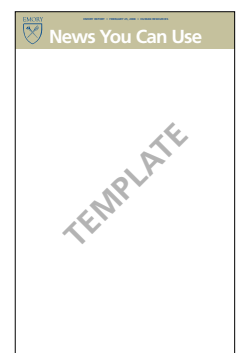
Client is responsible for all content and insert design and must adhere to Emory University and Emory Report design guidelines. The Emory Report template must be used.

### File submission should be FINAL and:

A high resolution Adobe PDF with all fonts should be embedded and all graphics high resolution.

### For questions and file submission

contact: Christi Gray, [christi.gray@emory.edu](mailto:christi.gray@emory.edu), 404-727-5546 or 404-259-7727



**PRINTING**

Clients will receive one printer proof. Extra printer charges of \$75 per hour will occur if changes are made after final PDF is submitted.

**DESIGN**

Clients are responsible for insert design that complies with Emory University and Emory Report design guidelines.



DESIGNED BY EMORY CREATIVE GROUP

**Design Services:**

Emory Report design services are available, schedule permitting, at an additional charge. Referrals for graphic design and photography services are available upon request.

2 PAGE	2 PAGE	4 PAGE
11" X 17"	8.5" X 11"	Both sizes
\$300	\$150	\$500

**Emory Report design services must be reserved at least 30 days before the issue date and content must be received 21 days before issue date.**

**PAYMENT**

Clients will be billed after the job is completed. Contact the Marketing Communication's business manager with any questions at EMOSELE@emory.edu.

**CONTENT GUIDELINES**

Emory Report reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to Emory University or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law or University policies and rules.

**CANCELLATION POLICY**

To cancel an insert, clients must contact Emory Report at least 7 days prior to the publication date reserved or client is subject to a \$400 cancellation fee.

## Advertising Schedule

Publication Date	Submission Deadline
Aug. 24	Aug. 14
Aug. 31	Aug. 21
Sept. 14	Sept. 4
Sept. 28	Sept. 18
Oct. 19	Oct. 9
Nov. 2	Oct. 23
Nov. 16	Nov. 6
Dec. 7	Nov. 27
Jan. 25	Jan. 15
Feb. 8	Jan. 29
Feb. 22	Feb. 12
March 15	March 5
March 29	March 19
April 12	April 2
April 26	April 16
May 17	May 7
June 7	May 28
June 21	June 11
July 5	June 25
July 19	July 9
Aug. 2	July 23

# Insert reservation form

(Non-Emory clients) Effective August 2009

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

COMPANY: \_\_\_\_\_ ADDRESS: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

PROJECT NAME: \_\_\_\_\_ ISSUE DATE FOR INSERT TO APPEAR: \_\_\_\_\_

DESIGNER CONTACT INFO: MULTIPLE INSERTS ISSUE DATES: \_\_\_\_\_

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

**CIRCLE THE INSERT OPTION:** (cost includes 7,500 printing and distribution to all Emory Report drop offs)

2 PAGE	2 PAGE	4 PAGE	4 PAGE	NOTES
<b>11" X 17"</b> 4 color: \$2,850	<b>8.5" X 11"</b> 4 color: \$2,250	<b>11" X 17"</b> 4 color: \$3,500	<b>8.5" X 11"</b> 4 color: \$2,750	<b>Extra Copies:</b> Add <b>\$50</b> for each 1,00 extra copies of any insert delivered to one location. <b>Discount:</b> Reserve 6 or more inserts per year and <b>save \$50</b> each. <b>Design Services</b> 2 Page: 8.5" X 11" = <b>\$150</b> 4 Page: 8.5" X 11" = <b>\$250</b> 2 Page: 11" X 17" = <b>\$300</b> 4 Page: 11" X 17" = <b>\$500</b>
2 color: \$2,650	2 color: \$2,000	2 color: \$3,250	2 color: \$2,500	
1 color: \$2,400	1 color: \$1,800	1 color: \$3,000	1 color: \$2,200	

**Print, sign and fax this document to:** Christi Gray at 404-727-0646.

By signing this reservation form you agree to the policies and procedure of Emory Report as described in the Emory Report insert policies and procedures document.

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

## Questions?

**Contact:** Christi Gray  
Emory Report Associate Editor/Designer  
christi.gray@emory.edu or 404-727-5546