

EMORY

report

Insert Policy and Procedures

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 7500K printing and distribution to all ER drop offs)

***These rates are for Emory clients only. If you are a non-Emory client see our standard rate sheet here.**



2 PAGE	2 PAGE	4 PAGE	4 PAGE	NOTES
11" X 17" 4 color: \$2,250	8.5" X 11" 4 color: \$1,850	11" X 17" 4 color: \$3,600	8.5" X 11" 4 color: \$2,500	DISCOUNT: Reserve 6 or more inserts per year and save \$50 each.
2 color: \$2,000	2 color: \$1,600	2 color: \$3,350	2 color: \$2,250	NEED EXTRA? Add \$50 for each 100 extra copies of any insert, to be delivered to one location.
1 color: \$1,800	1 color: \$1,400	1 color: \$3,150	1 color: \$2,050	COLOR: <ul style="list-style-type: none">• 2 Color = black+ one color• 1 Color = black and white

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. See page three for reservation form.

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

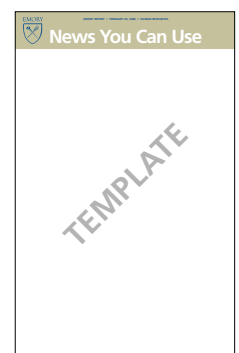
Client is responsible for all content and insert design and must adhere to Emory University and Emory Report design guidelines. The Emory Report template must be used.

File submission should be FINAL and:

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

For questions, the template and file

submission contact: Christi Gray,
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"	11" X 17"
\$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

University departments, units, programs and organizations must provide a department number for billing purposes at time of insert reservation. Client will be billed after the job is completed.

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 the \$200 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

Effective August 2009

NAME: _____

DEPARTMENT: _____

E-MAIL: _____

PHONE: _____ FAX: _____

PROJECT NAME: _____

MAIL STOP: _____

DEPARTMENTAL ACCOUNT #: _____

ISSUE DATE FOR INSERT TO APPEAR: _____

DESIGNER CONTACT INFO:

MULTIPLE INSERTS ISSUE DATES: _____

Name: _____

E-mail: _____

Phone: _____

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

2 PAGE	2 PAGE	4 PAGE	4 PAGE	NOTES
11" X 17" 4 color: \$2,250 2 color: \$2,000 1 color: \$1,800	8.5" X 11" 4 color: \$1,850 2 color: \$1,600 1 color: \$1,400	11" X 17" 4 color: \$3,600 2 color: \$3,350 1 color: \$3,150	8.5" X 11" 4 color: \$2,500 2 color: \$2,250 1 color: \$2,050	Extra Copies: Add \$50 for each 1,00 extra copies of any insert delivered to one location. Discount: Reserve 6 or more inserts per year and save \$50 each. Design Services 2 Page: 8.5" X 11"= \$150 4 Page: 8.5" X 11"= \$250 2 Page: 11" X 17"= \$300 4 Page: 11" X 17"= \$500

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