

EMORY

report

Insert Policy and Procedures

Effective August 2008

CONTACT

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

INSERTS

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 36 times a year, weekly during the academic year and bi-weekly during the summer months. Readers include Emory faculty, staff, retirees, alumni, students and community members. 10,000 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 10K printing and distribution to all ER drop offs)

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



2 PAGE	2 PAGE	4 PAGE	NOTES
11" X 17" 4 color: \$2,075 (\$1,875 print cost, \$200 placement fee)	8.5" X 11" 4 color: \$1,650 (\$1,450 print cost, \$200 placement fee)	11" X 17" 4 color: \$3,010 (\$2,810 print cost, \$200 placement fee)	DISCOUNT: Reserve 6 or more inserts per year and save \$50 each issue. NEED EXTRA? Add \$200 for each 1,000 extra copies of any insert, to be delivered to one location. COLOR: <ul style="list-style-type: none">• 2 Color = black + one color• 1 Color = black and white
2 color: \$1,850 (\$1,650 print cost, \$200 placement fee)	2 color: \$1,425 (\$1,225 print cost, \$200 placement fee)	2 color: \$2,785 (\$2,585 print cost, \$200 placement fee)	
1 color: \$1,825 (\$1,625 print cost, \$200 placement fee)	1 color: \$1,400 (\$1,200 print cost, \$200 placement fee)	1 color: \$2,760 (\$2560 print cost, \$200 placement fee)	

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

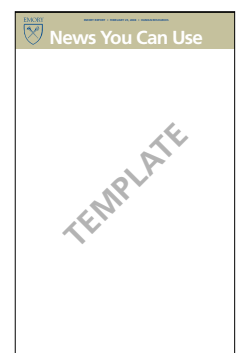
Client is responsible for all content and insert design and must adhere to Emory University and Emory Report design guidelines. The Emory Report template must be used.

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

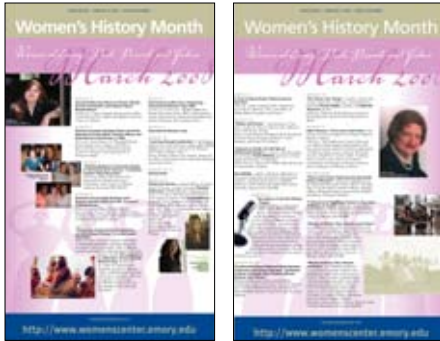


PRINTING

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 as well.

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 placement fee.

2008–09 Insert Reservation Schedule

Vol. 61	Publication Date	Reservation Deadline	Submission Deadline
1	Aug. 25	Aug. 11	Aug. 15
2*	Sept. 2	Aug. 18	Aug. 22
3	Sept. 8	Aug. 25	Aug. 29
4	Sept. 15	Sept. 2	Sept. 5
5	Sept. 22	Sept. 8	Sept. 12
6	Sept. 29	Sept. 15	Sept. 19
7	Oct. 6	Sept. 22	Sept. 26
8*	Oct. 20	Oct. 6	Oct. 10
9	Oct. 27	Oct. 13	Oct. 17
10	Nov. 3	Oct. 20	Oct. 24
11	Nov. 10	Oct. 27	Oct. 31
12	Nov. 17	Nov. 3	Nov. 7
13	Nov. 24	Nov. 10	Nov. 14
14*	Dec. 8	Nov. 17	Nov. 25
15	Dec. 15	Dec. 1	Dec. 5
16*	Jan. 20	Dec. 29	Jan. 6
17	Jan. 26	Jan. 12	Jan. 16
18	Feb. 2	Jan. 20	Jan. 23
19	Feb. 9	Jan. 26	Jan. 30
20	Feb. 16	Feb. 2	Feb. 6
21	Feb. 23	Feb. 9	Feb. 13
22	March 2	Feb. 16	Feb. 20
23*	March 16	March 2	March 6
24	March 23	March 9	March 13
25	March 30	March 16	March 20
26	April 6	March 23	March 27
27	April 13	March 30	April 3
28	April 20	April 6	April 10
29	April 27	April 13	April 17
30	May 4	April 20	April 24
31*	May 18	May 4	May 8
32*	June 8	May 25	May 29
33*	June 22	June 8	June 12
34*	July 6	June 22	June 26
35*	July 20	July 6	July 10
36*	Aug. 3	July 20	July 24

*Notes there is no publication the week or weeks prior.

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Insert reservation form

Effective August 2008

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 10K printing and distribution to all Emory Report drop offs)

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2 PAGE	2 PAGE	4 PAGE	OTHER OPTIONS
8.5" X 11" 4 color: \$1,650 (\$1,450 print cost, \$200 placement fee)	11" X 17" 4 color: \$2,075 (\$1,875 print cost, \$200 placement fee)	11" X 17" 4 color: \$3,010 (\$2,810 print cost, \$200 placement fee)	Extra Copies: Add \$200 for each 1,000 extra copies of any insert to be delivered to one location.
2 color: \$1,425 (\$1,225 print cost, \$200 placement fee)	2 color: \$1,850 (\$1,650 print cost, \$200 placement fee)	2 color: \$2,785 (\$2,585 print cost, \$200 placement fee)	Discount: Reserve 6 or more inserts per year and save \$50 each issue.
1 color: \$1,400 (\$1,200 print cost, \$200 placement fee)	1 color: \$1,825 (\$1,625 print cost, \$200 placement fee)	1 color: \$2,760 (\$2,560 print cost, \$200 placement fee)	Emory Report Design Services 2 Page: 8.5" X 11" = \$150 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