

# ACDA WESTERN REGION TACTUS ADVERTISEMENT RESERVATION

**PAY BY CREDIT CARD OR PO** payable to *ACDA Western Region*:

PO# \_\_\_\_\_ Amount Due: \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_  
*Visa, MasterCard, and American Express Only*

Expiration Date: \_\_\_\_ / 20 \_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Billing City, State, ZIP: \_\_\_\_\_

I agree to pay the total amount according to the credit card issuer agreement. I acknowledge that no refunds will be given. I understand that **payment is due in full before an advertisement is confirmed**. ACDA is not responsible for electronic submission failures.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **DEADLINES FOR RECEIPT OF AD RESERVATION:**

**JULY 1, 2021 FOR FALL ISSUE**  
**DECEMBER 1, 2021 FOR WINTER ISSUE**  
**MARCH 15, 2022 FOR SPRING ISSUE**

## **DEADLINES FOR RECEIPT OF HIGH-RESOLUTION ARTWORK:**

**JULY 15, 2021 FOR FALL ISSUE**  
**DECEMBER 15, 2021 FOR WINTER ISSUE**  
**MARCH 30, 2022 FOR SPRING ISSUE**

Advertising Rates & Sizing	Single Issue	Annual (3 issues) Beginning Fall 2021
Back cover (7" W x 6.25" H, Full Color)	-N/A-	\$950 as available
Inside front cover (8.5" x 11" Full Color)	-N/A-	\$900 as available
Inside back cover (8.5" x 11" Full Color)	-N/A-	\$850 as available
Full page (8.5" x 11" Full Color)	\$425	\$825
Full page (8.5" x 11" Black & White)	\$375	\$750
1/2 page (8" x 5" Black & White)	\$200	\$400
1/4 page (3.5" x 5" Black & White)	\$125	\$300

**Ad Artwork Specifications:** Please follow these guidelines for your ad and/or share them with your graphic designer:

- Submit ads as **high-resolution** graphic files (300 dpi or greater) in either **JPEG or PDF format**.
- Do **NOT** include **crop marks** or **bleeds**.
- If you are purchasing a black and white ad, please submit your file in **grayscale** (not color).
- Please **include your institution's name or initials** in the graphic file name.
- Please note that ads that do not meet these specifications may not be accepted.

Once you have reserved and paid for your ad, you will receive a link to upload your ad artwork to a Google Form. If your ad is not yet ready at the time you reserve and pay for it, please make sure to upload it before the deadline referenced in the table below.

Upload this form to the Google Form: <https://forms.gle/jjCe5YFqvFEiejGs7>

Questions? Contact Lou De La Rosa, [president@acdawestern.org](mailto:president@acdawestern.org)