

## PRINT ADVERTISING INSERTION ORDER FORM

### Terms and Conditions

- Advertising is accepted subject to the discretion of the Publisher of the Review.
- The advertiser assumes all responsibility for the unauthorized use of names, photographs, devices, or words protected by copyright or registered trademark.
- Charges for advertising will be levied according to the rate sheet. Please see rate card for discounted multiple bookings.
- Advertisers outside of Canada will be invoiced for payment in US funds.
- Charges are subject to change without notice. Advertisers with valid contracts will be notified of changes in advance.
- Advertisers are requested to submit print-ready PDF, EPS, TIFF or JPEG files.
- Additional charges will be levied for print ads requiring typesetting and design. Advertisers requesting typesetting for their ad must notify the Press at the time of booking. Ad preparation costs will be billed at a minimum of \$50 per change. This includes typesetting and any alterations, excluding overall reductions or enlargements of submitted copy size.
- Upon application, advertisers will be informed of deadlines for artwork/electronic files. If electronic files are not provided by the indicated deadlines, material on hand will be used.
- The Review will not be responsible for damages arising from errors in advertisements beyond the amount paid for the space occupied by that advertisement.
- The Review accepts no liability for late publication or for non-insertions of any advertisement beyond the amount paid for such advertisement.
- The Press shall have the right to hold the advertiser and/or its agency liable for such costs as are due by this contract. Cancellations must be submitted in writing and received prior to the reservation deadline. Cancellations following the reservation deadline will result in a full billing of the reserved space. Advertisers failing to complete a multiple insertion schedule will be charged a short-rate billing of all unearned discounts.

### Advertising Inquiries

University of Toronto Press  
advertising@utpress.utoronto.ca

Advertiser/Company Name \_\_\_\_\_

Name of Contact \_\_\_\_\_

Address \_\_\_\_\_

City, Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

I accept the terms and conditions as stated on the left side of this agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

This agreement is confined to the issues/time frame listed below and must be re-negotiated at the close of the term. Canadian reservations subject to 13% HST; rates payable in US funds outside Canada. (Please check off the issue you wish to advertise in and the corresponding ad size below.)

### 2023 PRINT RATES, SIZES, and SPECS

	WIDTH	HEIGHT	1x	2x	3x	4x
Inside front cover	8.5"	11"	\$1,550	\$1,415	\$1,210	\$1,100
Outside back cover	8.5"	11"	\$1,655	\$1,550	\$1,445	\$1,340
Inside back cover	8.5"	11"	\$1,445	\$1,340	\$1,235	\$1,130
Full page interior	8.5"	11"	\$995	\$890	\$840	\$735
Half page horizontal	7.25"	4.625"	\$785	\$735	\$680	\$575
Half page vertical	4"	10.5"	\$785	\$735	\$680	\$575

### AD SIZE

Spring (Art: Feb 15)  IFC  OBC  IBC  full page  1/2page H  1/2page V

Summer (Art: May 17)  IFC  OBC  IBC  full page  1/2page H  1/2page V

Fall (Art: Aug 21)  IFC  OBC  IBC  full page  1/2page H  1/2page V

Winter (Art: Nov 14)  IFC  OBC  IBC  full page  1/2page H  1/2page V

File conversion fee \$ \_\_\_\_\_

Total invoice \$ \_\_\_\_\_

### Technical requirements

Digital files to be supplied by advertiser. Be sure to name your ad file with the name of your company. Files must be emailed to advertising@utpress.utoronto.ca.

### Formats:

Ads are available in colour only. High-resolution printer- or press-ready PDF; all PDFs should meet the PDF/X-1A standards with all images in at least 300 dpi. PDF files must have embedded fonts. All text or non-background objects must be placed at least 0.25" from the trim edge. All ads need to include an additional .125" of bleed on all sides.

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**ONLINE ADVERTISING INSERTION ORDER FORM**

Advertiser/Company Name \_\_\_\_\_

Name of Contact \_\_\_\_\_

Address \_\_\_\_\_

City, Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

I accept the terms and conditions as stated on the left side of this agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

This agreement is confined to the issues/time frame listed below and must be re-negotiated at the close of the term. (Please check off the issue you wish to advertise in and the corresponding ad size below.)

**2023 ONLINE RATES (per month), SIZES, and SPECS**

	WIDTH	HEIGHT	1x	2-4x	5-9x	FULL YEAR (12x)
Homepage slider	940px	470px	\$550	\$500	\$445	\$395
TOC banner	640px	100px	\$445	\$395	\$340	\$290
TOC sidebar rectangle banner	320px	640px	\$395	\$340	\$290	\$235
TOC sidebar square banner	320px	320px	\$290	\$235	\$210	\$185

**AD DURATION**

Homepage slider	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR (12x)
TOC banner	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR (12x)
TOC sidebar rectangle banner	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR (12x)
TOC sidebar square banner	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR (12x)

Online ad start month \_\_\_\_\_ End month \_\_\_\_\_

URL online ad to link to \_\_\_\_\_

File Conversion Fee \$ \_\_\_\_\_

Total Invoice \$ \_\_\_\_\_

**Technical requirements**

Digital files to be supplied by advertiser. Be sure to name your ad file with the name of your company. Files must be emailed to advertising@utpress.utoronto.ca.

**Formats**

Advertisements must be supplied as a JPG, PNG, or GIF at 72 dpi with a maximum file size of 150KB. Advertisement can have no more than three rotations/image movements. Files must be in RGB colourspace. Please include a text alternative for site accessibility. The URL must be supplied by the advertiser if linking to a website is requested.

Once booking has been received and approved, advertisements will be posted to the web within two business days.