

TAX12 Conference Program

Advertising Insertion Order

Please complete insertion order and return by fax at 888-487-9908 or email to advertising@mncpa.org

Payment information on reverse side.

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ E-mail: _____

2012 Pricing—check ad size

	Page Size	Exhibitor Rate	Non-Exhibitor Rate
	Quarter Page	\$175.00	\$275.00
	Half Page	\$275.00	\$375.00
	Full Page	\$400.00	\$500.00

2012 Specialty Placement check ad page

Exhibitors Only

	Table of Contents – 1/3 Page	\$225.00
	Opposite Page of Exhibitor Location Page	\$495.00
	Opposite Page of Exhibitor Directory Page 1	\$495.00
	Opposite Page of Exhibitor Directory Page 2	\$495.00
	Opposite Page of Exhibitor Directory Page 3	\$495.00
	Opposite Page of Door Prizes Listings	\$475.00
	Opposite Page of Program Schedule Day 1	\$750.00
	Opposite Page of Program Schedule Day 2	\$750.00
	Inside Back Cover	\$595.00
	Outside Back Cover	\$695.00
	*These positions will be sold on a first-come basis	

Deadlines

Insertion & Payment Deadline - October 8, 2012

Artwork Deadline - October 19, 2012

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***PAYMENT/BILLING INSTRUCTIONS:**

Payments are due in full with ad submission. Payments can be made by check or credit card.

PAYMENT METHOD: (please check one)

Credit Card: _____ Check: _____ - enclosed with reservation form.

Credit Card Type: _____

Name/Firm on Card: _____
Please print

Credit Card Number: _____ exp. Date _____

Credit Card Holder's Authorized Signature

I authorize MNCPA to charge credit card for payment. Please use this form as receipt of payment.

Additional Terms of Agreement

MNCPA reserves the right to reject, alter, or refuse any advertising copy, at its sole discretion, or disapprove any advertising copy in accordance with the policies of the Board of Directors at any time prior to publication, no change in advertising content will be made without the prior consent of the Advertiser. Ads for continuing education programs will not be accepted.

The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed, and published pursuant to this Agreement, and shall indemnify and save the MNCPA harmless against any demands, claims, or liability thereafter. The advertiser shall reimburse the MNCPA any amounts paid by the MNCPA in settlement of the claims or in satisfaction of judgments obtained by reason of publication of such advertising copy, including all expenses incurred in connection therewith, including, but not limited to, attorney's fees and costs of litigation.

Publication is in color, if you choose to have a black and white ad these ads cannot be bled

<i>Ad specifications:</i>	PC Formats Accepted	Macintosh Formats Accepted
	Print ready PDF (preferred)	Print ready PDF (preferred)
	Adobe InDesign CS5.5 or lower	
	Adobe Illustrator CS5.5 or lower	
	Adobe Photoshop CS5.5 or lower	

<i>Ad Dimensions:</i>	FULL PAGE	8.5" w x 11" h – Color Only, 1/4" bleed required
	HALF PAGE	7.2" w x 4.75" h (horizontal)
	QUARTER PAGE	3.5" w x 4.75" h
	THIRD PAGE	2.5" w x 10" h (vertical)

While every attempt will be made to facilitate placement requests, Advertiser agrees that MNCPA cannot guarantee specific position in publication.

Neither party may assign any rights or delegate any duties herein without the express prior written consent of the other.

The validity, interpretation, and performance of this Agreement shall be controlled by and construed under the laws of the State of Minnesota.

CONTRACT VALIDATION

If in agreement return by fax **888-487-9908** or mail to the *Minnesota Society of CPAs, 1650 West 82nd Street, Ste. 600, Bloomington, MN 55431*
Attn: *Leslie Mueller*. To ensure space will be allotted for ad placement, please return signed agreement by **October 8, 2012**.