

# RENEWAL ADVERTISERS

# ADVERTISING CONTRACT



# HIGHWAYS & BYWAYS

The official CASHO Magazine

**PLEASE RETURN THE COMPLETED CONTRACT TO:  
CASHO, P.O. Box 47, Middletown. CT 06457**

## PLEASE NOTE!

### 1) STEP ONE:

All CHECKS & CONTRACTS must be made payable to and sent to:

**CASHO, Inc.**

PO Box 47  
Middletown, CT 06457

### 2) STEP TWO:

All Advertising/Media Materials (Ads, artwork, press releases) must be sent to the Publisher (please include a copy of the contract with the artwork):

**MIK Advertising & Design, LLC**

Attn: John Mik  
24 Stony Brook Drive, Apt B7  
Glastonbury, CT 06033  
Phone: 860-430-5270  
Email: john@mikadvertising.com

### IMPORTANT:

**NO Microsoft Publisher, Word or Powerpoint documents will be accepted.** If this type of file is sent to the Publisher, a production fee of \$150 will be charged to the advertiser to convert the artwork to the correct specifications.

**Ad Size:** Please circle one ad size: (Ad sizes are listed on enclosed sheet)

(Circle one):  1/8 page  1/4 page  1/2 page  Full page\*  Preferred Position: \_\_\_\_\_  
\*(i.e. outside back, inside back)

**Number of consecutive issues in which ad will appear:**

(Circle one):  One  Two

**Ad(s) will appear within one year, beginning with the:**

(Circle one):  May 2012 issue  November 2012 issue

**Please refer to the enclosed rate schedule:**

We agree to pay the rate of \$ \_\_\_\_\_ for:

(Circle one):  One /  Two consecutive issues.

Production costs (if necessary) will be additional. (See Mechanical/Material Requirements.)

It is understood that this order shall be cancelled by either party only on written notice 30 days preceding the "copy deadline" date for any issue. The one-time rate will then apply to all ads already published and the difference in rates will be invoiced and due. All payments for ads must be received within (30) days after invoice date for that Issue.

**Please Print or Type:**

Contact person \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_ P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_

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

E-Mail \_\_\_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_

See Rate Card Specifications on next page

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# RATE CARD



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# HIGHWAYS & BYWAYS

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Don't miss out on an exciting opportunity to advertise your product or business! The Connecticut Association of Street & Highway Officials is looking for advertisers in the upcoming issues of *Highways & Byways*.

The magazine will be issued twice a year; the May issue will be published in mid-May and the November issue in mid-November. The magazine features a section called "ShortCuts" for announcements of employee promotions, retirements, new hires, or any other newsworthy information about your municipality or business. If you have any news that you would like to announce in an upcoming issue of *Highways & Byways*, please contact John Mik of MIK Advertising & Design at 860-436-6094. If you would like to place an advertisement in an issue please contact:

CASHO at 860-346-4834, Fax: 860-346-4964, ATTN: Joe Serra

**DEADLINE: for ad & newsworthy materials  
for May 2012 issue: Friday March, 30<sup>th</sup>, 2012**

## General Rate Policy

1. Published twice a year. May issue and November issue
2. Cancellations not accepted after closing date for issue ordered
3. Rate protection: advertiser protected within contract dates
4. Production charges:
  - a. Ad composition/creation requested from advertiser – supplied art & copy: \$300.00
  - b. Production work such as art work, reductions, special composition will be charged to advertiser: \$150.00/ea
  - c. Ad development cost estimated per request
  - d. All ad materials developed by publisher become property of the publisher

## Standard Space Sizes and Rates

Space	Width x Height (inches)	Consecutive Issues	
		1 issue May 2012	2 issues November 2012
<b>Black &amp; White</b>			
Full page	7" x 9 5/8"	\$800.00	\$1,500.00
1/2 page	7" x 4 3/4" or 3 1/2" x 9 5/8"	\$575.00	\$825.00
1/4 page	7" x 2 1/8" or 3 1/2" x 4 3/4"	\$400.00	\$600.00
1/8 page	3 1/2" x 2 1/8"	\$250.00	\$350.00
<b>4-Color</b>			
Inside Back Cover	Preferred position	\$1,200.00	\$2,100.00
Outside Back Cover	Preferred position	\$1,200.00	\$2,100.00

See Mechanical/Material Requirements on next page

Revised: 02/12

# RENEWAL ADVERTISERS

# MECHANICAL/MATERIAL REQUIREMENTS



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## Digital file Preparations:

**Email files to:** john@mikadvertising.com

**Preferred materials:** Digital/electronic file (PDF file)

**Compatible media:** CD/DVD or Zip disks (MAC or PC Format)

PDF files prepared in Adobe Acrobat (Press Quality or PDF/X:-1a:2001) – Recommended JPG, EPS, or TIF files (300 dpi or higher)

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## IMPORTANT NOTE:

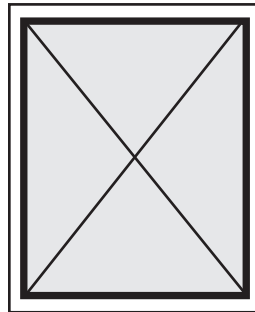
**NO Microsoft Publisher, Word or Powerpoint documents will be accepted.** If this type of file is sent to the Publisher, a production fee of \$150 will be charged to the advertiser to convert the artwork to the correct specifications.

## Publisher Services:

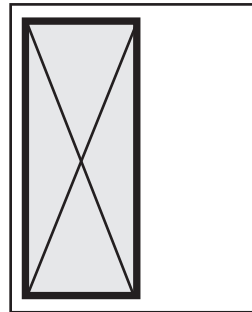
**Inserts:** Single Page 8 1/2" x 11 1/8". Spread and 4-page 17" x 11 1/8".

All inserts should be shipped flat and untrimmed. Mark each carton with quantity of inserts it contains. For inserts requiring special handling, ship flat (open) an untrimmed.

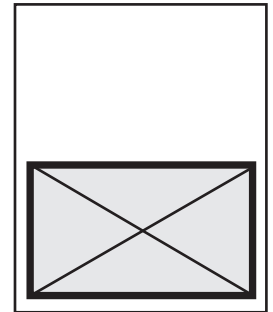
## Available Ad Configurations



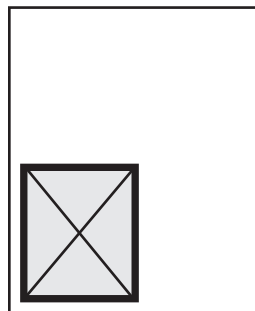
Full Page: 7" x 9 5/8"



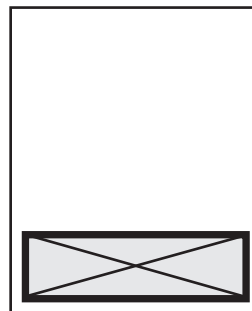
1/2 Page:  
Ad Size (vertical):  
3 1/2" (w) x 9 5/8" (h)



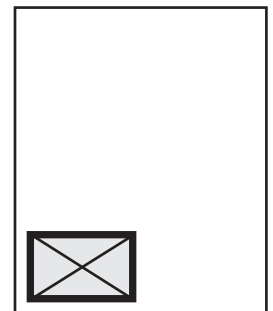
1/2 Page:  
Ad Size (horizontal):  
7" (w) x 4 3/4" (h)



1/4 Page:  
Ad Size (vertical):  
3 1/2" (w) x 4 3/4" (h)



1/4 Page:  
Ad Size (vertical):  
7" (w) x 2 1/8" (h)



1/8 Page:  
Ad Size:  
3 1/2" (w) x 2 1/8" (h)