

**FEDERATION OF TEXAS PSYCHIATRY NEWSLETTER  
ADVERTISING CONTRACT**

**Space is not officially reserved without this completed and signed contract  
Payment AND Contract must be received no later than 30 days prior to insertion date**

**Advertiser** (Company Name) \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Agency** \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Please accept the advertising contract for space in the Federation bi-monthly Newsletter according to the following specifications:

**Frequency:**     1x                     3x                     6x

**Issue(s) of Insertion:**             February/March, \_\_\_\_\_     August/September, \_\_\_\_\_  
    April/May, \_\_\_\_\_             October/November, \_\_\_\_\_  
    June/July, \_\_\_\_\_

**Space:**     Full                             1/4 Vertical/Horizontal            **Color:**     Grayscale (B&W)  
                  1/2 Island/Horizontal         1/8th Page                             4 Color  
                  1/3 Vertical/Horizontal         1/16 Page                            **Special Placement: N/A**

**Special Instructions:** \_\_\_\_\_

**Cost Per Insertion (see rate card):**  
\$ \_\_\_\_\_ Space  
\$ \_\_\_\_\_ x Number of Insertions  
\$ \_\_\_\_\_ **TOTAL COST (Net)**

Enclosed is my check for \$ \_\_\_\_\_ OR  
Please Charge \$ \_\_\_\_\_ to my:     VISA             MasterCard  
Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Name of Cardholder: (as it appears on card)  
Zip Code (where you receive your credit card statement) \_\_\_\_\_  
Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return to: FEDERATION OF TEXAS PSYCHIATRY  
401 West 15th Street, Suite #675, Austin, Texas 78701  
512/478-0605, FAX 512/478-5223  
E-Mail: tsppofc@aol.com**

# RATE CARD FOR FEDERATION OF TEXAS PSYCHIATRY NEWSLETTER

## Advertising Rates

	Frequency of Insertions		
	1x	3x	6x
Full Page	1,500	1,425	1,350
1/2 Page	900	855	810
1/3 Page	600	570	540
1/4 Page	450	428	405
1/8 Page	375	356	338
1/16 Page	225	214	203

### Bleed

Not available

### Net Rates

All ads are non-commissionable. Rates listed are net.

### Availability

Advertising space is available and publication is determined on a case by case basis by the Editorial Board. The Editorial Board reserves the sole right to accept or reject any submitted advertising copy.

### Payment

All advertising space must be paid for in advance of publication (i.e. May 1 for June/July).

### Contract/Payment Deadline

A signed contract and payment in full must be received no later than 30 days preceding the date of issue.

### Copy Deadline

### Ad Formats

Please design ads to size, and submit in one of the following formats:

#### Preferred

Adobe Acrobat PDF (all fonts and graphics MUST be embedded, and CMYK (color) and Grayscale (B&W), save graphics as high resolution (300 dpi minimum)

#### Acceptable

Illustrator (with type converted to outlines and saved as EPS compatible with Illustrator CS4 or lower versions)

Photoshop CS4 or lower versions (saved as EPS or TIF, no layered files, 300 dpi)

Mac QuarkXpress 8 (all fonts, graphics must accompany the file); Windows QuarkXpress, please convert to PDF or Photoshop raster image (see line above)

Adobe InDesign CS4 version or lower, outline fonts and include all linked graphics.

To compress a Mac file, use Stuffit or Zip. PC files should be Zipped.

Camera-ready copy must be received within 15 days of the contract/payment closing date (i.e. May 15 for June/ July). When new materials are not received by the closing date, publisher will repeat latest ad of similar size. If no previous insertion, advertiser forfeits cost of space not used and the unused space will be allocated at the discretion of the Federation.

## Contact

For more information about reserving your advertising space, contact:

**Federation of Texas Psychiatry**  
**401 West 15th Street, Suite 675**  
**Austin, Texas 78701**  
**Ph: (512) 478-0605**  
**Fax: (512) 478-5223**  
**E-Mail: tsppofc@aol.com**

## Closing Dates

Issue	Contract & Material	
	Payment Closing	Closing
Feb/Mar	Jan 15	Jan 25
April/May	Mar 15	Mar 25
June/July	May 15	May 25
August/Sept	July 15	July 25
Oct/Nov	Sept 15	Sept 25

## Mechanical Specifications

<b>Full Page</b>	9 7/8 x 15 3/4
<b>1/2 Page Island</b>	7 3/8 x 10 1/2
<b>1/2 Page Horizontal</b>	9 7/8 x 7 3/4
<b>1/3 Page Vertical</b>	4 7/8 x 9 1/2
<b>1/3 Page Horizontal</b>	9 7/8 x 5 1/8
<b>1/4 Page Vertical</b>	4 7/8 x 7 3/4
<b>1/4 Page Horizontal</b>	7 3/8 x 5 1/8
<b>1/8 Page</b>	4 7/8 x 3 3/4
<b>1/16 Page</b>	2 3/8 x 3 3/4

**Halftones:** 133 line screen.

**Printing:** Sheetfed offset.

# FEDERATION OF TEXAS PSYCHIATRY

## ADVERTISING CONDITIONS

### AVAILABILITY

- All advertising is booked on a first-come, first-served basis. There is no guarantee of space availability even if contract is received prior to the contract and payment closing date.

### PAYMENT

- All ads are non-commissionable. Rates listed in the rate card are net.
- All advertising space must be paid for in advance of publication. Payment is due 30 days prior to the date of insertion. Advertising not paid for in advance will not be run.

### CLOSING DATES AND INSERTIONS

- Advertising space is limited and is available on a first-come, first-served basis. **No space reservations will be accepted without the Federation of Texas Psychiatry's completed and signed advertising contract.** This contract may be accompanied, but not replaced, by a standard insertion order.
- **Payment in full must be received 30 days prior to the date of issue** (i.e. May 1 for June/July issue).
- Camera-ready artwork must follow within 15 days of the space closing date (i.e. May 15 for June/July issue).
- Contracts reserving space must arrive by the space closing date listed on the rate card or advertising will not be published for that issue. **Verbal confirmations are not acceptable.**
- Previous ads will be repeated if new artwork is not received by the closing date listed on the rate card. If not previous insertion, client forfeits cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.
- Advertisers under the contract will be rate-protected as per the terms of the contract.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with the publisher's stated policy will be binding on the publisher.
- The Federation of Texas Psychiatry reserves the right to reject any advertising. Upon approval by the Federation, all approved advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the Federation of Texas Psychiatry harmless from all claims, damages and expenses rising out of any advertising accepted.

### CANCELLATIONS

- No cancellations or changes in contracts reserving space will be accepted after the payment closing date listed on the rate card. Cancellations or changes must be received in writing by the payment closing date. Any advertiser canceling after this deadline must forfeit the cost of the space.
- Advertisers who fail to comply with frequency contracts will incur a short rate.

### PROOF OF PUBLICATION

- The Federation does not provide tearsheets. Federation of Texas Psychiatry members who advertise in the Newsletter are responsible for proof of publication to their agencies.