



# Philadelphia Estate Planning Council

## NEWSLETTER ADVERTISING RATE SHEET

### EDITORIAL CONTENT

The newsletter of the Philadelphia Estate Planning Council is digitally published three times a year. The newsletter focuses on articles of interest to the estate planning profession and highlights council activities throughout the year.

### CIRCULATION

The newsletter is distributed to approximately 750 PEPC members.

### RATES

<i>Ad Size</i>	<i>Dimensions</i>	<i>Member</i>	<i>Non-Member</i>
Full Page	7.5" W x 9.375" H	\$ 1400	\$ 1550
Half Page	7.5" W x 4.5" H	\$ 900	\$ 1050
Quarter Page	3.625" W x 4.5" H	\$ 600	\$ 750

- Page size is 8 1/2" x 11"; newsletter is 2-column format; column width is 3.625".
- To receive member rate, advertiser must be a PEPC member in good standing, with membership dues paid.
- Advertiser taking two or more consecutive issues will receive a 10% discount.

### SENDING FILES/GRAPHICS

- Please send Acrobat PDF files *with all fonts and graphics linked, with Distiller options set for Print (not press or screen) at 300 dpi*. Graphics from or for Internet use (.jggs) are too low a resolution to reproduce well when printed. No bleeds. Line art must be scanned at high resolution (800-1200 dpi); color or grayscale at apprx. 300 dpi. Please include hard copy, also. Make sure there are no hidden elements in the art and no OPI images.

### ADVERTISING CONDITIONS

- No space reservations will be accepted without a signed insertion order and payment.
- Advertisers and their agencies assume full responsibility for content and accuracy.
- Cancellations or changes must be received in writing 15 days prior to artwork due date.
- Advertising rates are non-commissionable.
- Payment is due with artwork. Advertisers and their agencies are jointly responsible for payment of all contracted advertisements. PEPC will send a tear sheet upon request.
- PEPC reserves the right to cancel an ad for an advertiser with a delinquent bill.
- PEPC reserves the right to reject any materials it deems detrimental to its interests.
- Additional pre-press time for advertisements received that are not camera-ready or that require special attention to make them print will be invoiced separately. PEPC assumes no responsibility for alterations.

### FOR FURTHER INFORMATION, CONTACT:

PEPC Office  
Denise Downing  
215-486-6215  
Staff@PhilaEPC.org

# SPACE RESERVATION FORM FOR PEPC NEWSLETTER

Please reserve the following ad space:

Issue	Insertion & Payment Due Date	Artwork Due Date	Ad Size	Rate
Fall 2020	9/1/20	9/4/20	_____	\$ _____
Winter 2021	11/27/20	12/4/20	_____	\$ _____
Spring 2021	4/9/21	4/16/21	_____	\$ _____
Fall 2021	8/27/21	9/3/21	_____	\$ _____
<b>Total</b>				<b>\$ _____</b>

Ad Title: \_\_\_\_\_  
(Please use separate insertion orders for separate ads.)

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

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

## **Payment Information:**

I prefer to pay with a check (Please make checks payable to ***PEPC***)

Please charge \$ \_\_\_\_\_ to my credit card:  Visa  MasterCard  AMEX

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holders Name: \_\_\_\_\_ CCID: \_\_\_\_\_

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

Card City: \_\_\_\_\_ Card State: \_\_\_\_\_ Card Zip \_\_\_\_\_

Signature: \_\_\_\_\_

## **RETURN THIS FORM WITH PAYMENT TO:**

PEPC

P.O. Box 579

Moorestown, NJ 08057-0579

Phone: 215-486-6215

Fax: 856-727-9504