

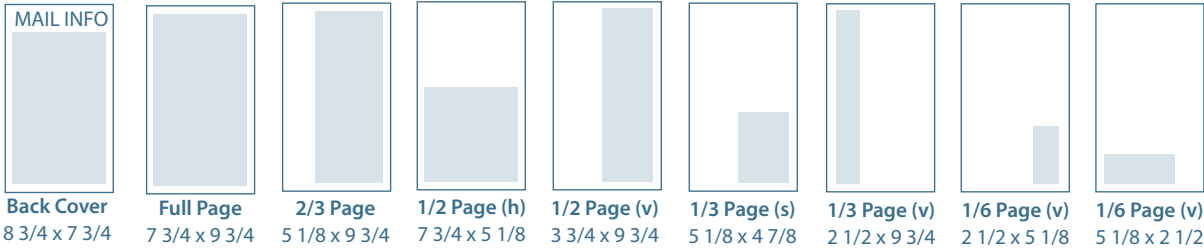
ADVERTISING SPACE RATES

BLACK & WHITE

AD SIZE	REG	DISCOUNT RATE
Back Cover	N/A	N/A
Inside Cover	N/A	N/A
Full Page	\$3,666	\$3,300
2/3 Page	\$2,888	\$2,600
1/2 Page	\$2,138	\$1,925
1/3 Page	\$1,822	\$1,640
1/6 Page	\$1,089	\$980

FULL COLOR

REG	DISCOUNT RATE
\$5,500	\$4,950
\$5,150	\$4,635
\$4,833	\$4,350
\$4,083	\$3,675
\$3,306	\$2,975
\$2,983	\$2,685
\$1,817	\$1,635



Magazine Size: 8 1/2 x 10 3/4 (trim size) / Method of Printing: Sheet-fed Offset

Acceptable Materials: Mac or Windows computer files are acceptable ONLY if supplied on CD disks or Zip and designed in QuarkXpress, Pagemaker, Illustrator, Freehand or Photoshop. Graphics, logos, illustrations and photos must be high-res scans supplied as non-compressed TIF or EPS files with self-extracting software included.

IMPORTANT INFORMATION

- The above rates cover the entire year (four issues of Construction Ink! and includes the Buyers Guide as a bonus.
- Discount of 10% is given when payment is received prior to November 1st, otherwise regular rates apply.
- Advertising space reservations are DUE NOW! Ad materials on CD are due by November 1st.
- Please make checks payable to: Construction Association of South Florida at the address below, or to pay by credit card, fill our authorization on back.

YOUR ADVERTISING CONTACT: JOYCE SALAMONE AT 954.974.6333

Construction Association of South Florida: 2929 NW 62nd Ave., Fort Lauderdale, FL 33309
Phone: 954-974-6333 - Fax: 954-974-6633 - Email: joyce@casf.org.

CONSTRUCTION *ink!*

INSERTION ORDER

Date: _____ Type of Business : _____

This annual agreement is scheduled to begin with the _____ edition and will not extend beyond the current term of this agreement. The first insertion date may be changed not later than 6 weeks prior to the date of publication. In the event of an insertion schedule change, the annual schedule will begin with the adjusted insertion date.

AMOUNT OF ORDER

The undersigned agrees to pay to Construction Ink! the total sum indicated below, plus any applicable state or local taxes. Please make checks payable to: Construction Association of South Florida.

Advertising space cost: _____ Ad size: _____

Production charge: _____ Total Amount: _____

Payment enclosed: _____ Check Number: _____

Signature: _____

Order Specifications: _____

Each installment is due when billed. Any installment not paid within 30 days of billing shall incur a monthly 1.5% (18% per annum) late charge. Invoices delinquent in excess of 90 days will require immediate payment in full. Advertiser agrees to pay any unnecessary collection expenses, including attorney fees.

This order is not subject to cancellation • All terms are set forth on this order. There are no oral modifications.

Responsibility - Construction Ink! accepts no responsibility for material not our own, submitted for publication by sponsors, advertisers, ad agencies or any other customer affiliated organizations which may or may not infringe on the ownership, copyright or trademark rights of others. Anyone submitting material assumes the responsibility for obtaining the necessary releases or authorizations for copy submitted for the publication in their articles or advertisements.

Advertisers shall defend, indemnify and hold Construction Ink! harmless from and against any and all claims, actions, demands, costs, losses and liabilities of any kind whatsoever arising out of or relating to material submitted for publication by advertiser.

In the event copy is not submitted by the deadline date, publisher is authorized to prepare suitable copy, as deemed appropriate by the advertising department, using sponsor's name, address and phone number as provided below, except for renewals, in which case, copy will be reproduced from the previous edition. No proofs will be sent on copy produced in-house.

Ad copy must be submitted on a disk; no paper camera-ready ads can be accepted. Full-page ads may be submitted as negatives. For detailed production specifications, please ask for specs. The Construction Association of South Florida cannot provide ad production and isn't responsible for ad copy mistakes. The cost to create professional ad copy will be an additional charge by designer of your choice.

Advertiser's Billing Address: Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Area Code: _____ Telephone: _____ Fax: _____

Signed per: _____

Print Name: _____ Title: _____