

# ICA REVIEW ADVERTISING RATES AND SPECIFICATIONS

## RATES

Full page 4/C	\$ 1,895
Full page B/W	\$ 1,745
Half page 4/C	\$ 1,125
Half page B/W	\$ 975
Third page 4/C	\$ 775
Third page B/W	\$ 695
Sixth page 4/C	\$ 575
Sixth page B/W	\$ 495

## COVERS

Inside Front	\$ 2,300
Inside Back	\$ 2,300
Back Cover	<i>Call for availability and rate</i>

## COMMISSION

Agency commission of 15 percent of gross billings on space, color, and covers only to bona fide independent advertising agencies. No commission on preparation, bleeds and other alteration costs.

## PUBLISHER'S RIGHTS

All advertisements are subject to approval by Publisher. Such approval shall be granted or withheld solely at Publisher's discretion.

In the event advertising materials are not received at the offices of the Publisher by the closing deadline for the issue desired, Publisher cannot guarantee insertion of advertisement in said issue.

## LIABILITY

The Publisher shall not be held responsible for claims made in advertisements and the Advertiser shall indemnify and hold Publisher harmless from liability of any kind arising from such claims, including attorney fees and all other associated costs of litigation.

Advertiser specially warrants that all images and endorsements are covered by valid, written consents, and

Advertiser shall indemnify and hold Publisher harmless from liability of any kind whatsoever resulting from publication thereof, including reasonable attorney fees and all other associated costs of litigation.

In the event a dispute arises between Publisher and Advertiser which is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.

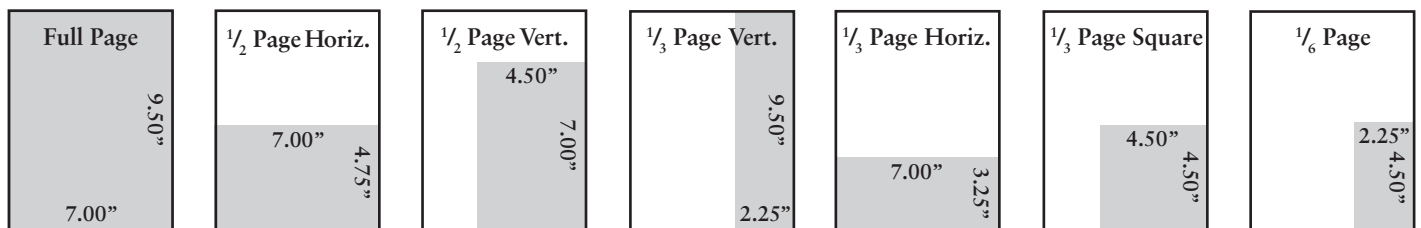
## AD MATERIALS

- **DIGITAL FILES ARE THE REQUIRED FORMAT.**
- Digital file formats accepted: PDF files created with Acrobat Distiller in the "Press Quality" mode with fonts embedded and images included at 300dpi for color or 200dpi for grayscale. Other files accepted are InDesign, Quark, Illustrator, and Photoshop files at 300dpi. Ads submitted on disk must include fonts (postscript only), images, eps files, and a printed proof; color lasers or color inkjet acceptable. Emailed ads **MUST BE LESS THAN 5MB**, including support files. Emailed files may be compressed using StuffIt or ZipIt.
- Any files received in RGB will be converted. Publisher will not take responsibility for any color shifts that may occur in the conversion process.
- The publisher does not accept responsibility for reproduction quality if electronic files are not submitted according to specifications. Production costs for correct-ing/re-sizing files will be billed to advertiser.
- Placement of ads is at the discretion of the publisher except to those that pay an additional fee for special positions.
- Required disk format: CD-ROM.

## AD SIZES

Full page	7.00" w x 9.50" h
Half page horizontal	7.00" w x 4.75" h
Half page vertical	4.50" w x 7.00" h
One-third page vertical	2.25" w x 9.50" h
One-third horizontal	7.00" w x 3.25" h
One-third square	4.50" w x 4.50" h
One-sixth page	2.25" w x 4.50" h

Bleed ads should keep all live matter .375" from final trim (8.25" x 11").



*For ICA Advertising/Exhibits contact:*

Mohanna Sales Representatives  
305 W Spring Creek Parkway  
Building C-101  
Plano, TX 75023-4626  
Email: [lauren@mohanna.com](mailto:lauren@mohanna.com)

*Email PDFs (less than 5MB) to:*

[mrangnath@chiropractic.org](mailto:mrangnath@chiropractic.org)

*On CDs for larger files mail to:*

ICA Review • International Chiropractors Association  
1110 N. Glebe Road, Suite 650  
Arlington, VA 22201 • Phone: 703-528-5000