



# Long Island ROAD WARRIORS Magazine

A Publication of the Long Island Contractors' Association



## Ad Reservation Form with Ad Rates & Art Specifications

Ad reservations and ad placement are accepted on a first-come, first-served basis. For best placement, reserve early.

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

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

### Advertising Rates Per Issue:

**LICA MEMBERS SAVE 20%**

See pricing on blue lines

Check Here & Circle 1X, 2X or 4X	AD SIZE (all ads full color)	Total number of ad placements			TOTAL
		1X	2X	4X	
	<b>Back Cover</b> (Non-Member) - 7.75 w x 10.25" h	\$1,750	\$1,575	\$1,400	
	LICA Member Rate (20% discount)	\$1,400	\$1,260	\$1,120	
	<b>Inside Front/Back Cover</b> (Non-Member) 8.5 x 11"	\$1,500	\$1,350	\$1,200	
	LICA Member Rate (20% discount)	\$1,200	\$1,080	\$960	
	<b>Full Page</b> (Non-Member) 8.5 x 11"	\$1,000	\$900	\$800	
	LICA Member Rate (20% discount)	\$800	\$720	\$640	
	<b>Half Page</b> (Non-Member) 7.75 w x 5" h	\$750	\$675	\$600	
	LICA Member Rate (20% discount)	\$600	\$540	\$480	
	<b>Quarter Page</b> (Non-Member) 3.875 w x 5" h	\$375	\$338	\$300	
	LICA Member Rate (20% discount)	\$300	\$270	\$240	

Check Issue(s) for Ad Placement	
<input type="checkbox"/>	WINTER (December)
<input type="checkbox"/>	SPRING (March)
<input type="checkbox"/>	SUMMER (June)
<input type="checkbox"/>	FALL (September)

Ad Artwork (check appropriate box)	
<input type="checkbox"/>	Has been sent via email
<input type="checkbox"/>	Will be sent via email
<input type="checkbox"/>	Use art from prior RW ad
<input type="checkbox"/>	I need help creating an ad*

Payment (check appropriate box)	
<input type="checkbox"/>	Will pay online (credit card)
<input type="checkbox"/>	Will pay by check (to follow)
<input type="checkbox"/>	Invoice all up front
<input type="checkbox"/>	Invoice after each issue

\*additional fees may apply

Check Here if Agency: \_\_\_\_\_

**SEND ALL INSERTION ORDERS AND AD ARTWORK TO: RWads@licanys.org**

See reverse for ad artwork specs, deadlines, instructions and other publication information. For questions or advertising/editorial opportunities, contact: Lynn Barker at: lbarker@licanys.org

## Long Island ROAD WARRIORS Ad Mechanical Specifications:

**AD DEADLINES:** All ad reservations must be reserved by, and all artwork received by, the FIRST of the MONTH which precedes the publication date, as shown below: (Note: payment for ads can follow separately. Reserve your ad space first, as soon as possible).

- **November 1** for DECEMBER Winter Issue
- **February 1** for MARCH Spring Issue
- **May 1** for JUNE Summer issue
- **August 1** for SEPTEMBER Fall Issue

**Magazine Trim Size:** 8.5 x 11 inches. For ad size layout options, see illustrations below.

**Bleeds:** Available at no additional charge for **full-page size ads only**. Ads with bleed require additional 1/4" bleed beyond trim size.

**Live Area:** All type, logos and other content should fall within 3/8" from all sides of outside edge trim lines for the related ad size.

**File Format & Submission:** *Press ready PDFs* are requested and must be 300 dpi minimum (with 1/4" bleed if applicable; and NO CROP MARKS). Outputs from any other file type or other software applications cannot be guaranteed for accuracy. All ads should be built in full color (CMYK) or grayscale. TIFF and JPG ad files (at 300 dpi) may be accepted as an alternative. Low resolution files may be refused.

**Discounts:** Discounted MEMBER rates (20% savings, as published) are available only to current LICA member organizations in good standing. Advertisements placed through a third-party AD AGENCY will receive a 15% discount off published NON-MEMBER rates, if the account is paid within 30 days of the invoice date. Agency discounts will only be honored if the signed insertion order lists an agency. In-house agencies do not qualify for agency discounts.

**Inserts/Two-Page Spread:** Inserts and two page spreads can also be placed in Road Warriors. Rates are available upon request. Contact lbarker@licanys.org for more information.

**Graphic Design/Artwork Production:** Road Warriors design firm can provide professional assistance in designing, preparing or altering ads, for a nominal fee. Call to request a quote.

**Special Position:** Requests for special position (e.g. right-hand page or opposite specific articles) will be considered at no additional cost, and may be accommodated when possible but cannot be guaranteed (except for paid premium locations: back cover and inside front/back covers).

**Ad Cancellation & Acceptance:** Ads canceled after reservation deadline will be billed at 100% of ad cost. Road Warriors magazine reserves the right to reject any advertiser it deems inappropriate for this publication. It may also require the word "advertisement" appear in certain ads, where it deems appropriate. The publication and LICA, including its staff, board members and related marketing agencies shall be held harmless from any loss or expense resulting from claims or suits related to this magazine or advertisements placed herein, for any reason.

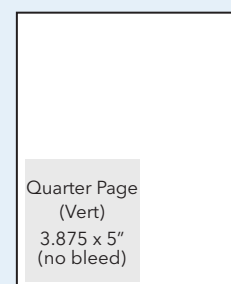
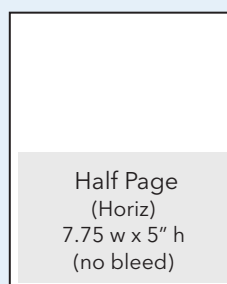
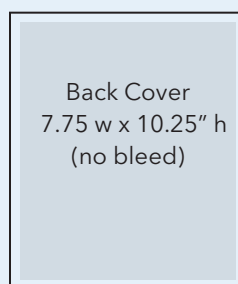
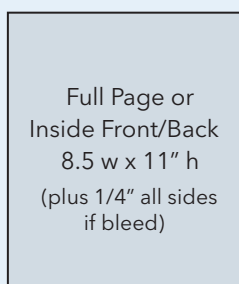
**Payment:** Ad reservations may be made *prior* to payment being submitted. Payment is due in full within 30 days after invoicing or late fees may be assessed. Payment may be made via credit card, through LICA's online credit card payment system at: <http://www.licanys.org/index.php/payments/> (choose "Road Warriors Ad" under payment reason). Or, you may pay by check (payable to LICA) and mail to: LICA Road Warriors, 150 Motor Parkway, Suite 370, Hauppauge, NY 11788. Questions? Email Lynn at: lbarker@licanys.org or call LICA at: 631.231.5422.

**EMAIL ALL ARTWORK & INSERTION ORDERS TO: Lynn Barker at: lbarker@licanys.org**

For help designing ads or to send files too large to email, call: 631-231.5422 or email: lbarker@licanys.org

**PAY SECURELY ONLINE BY CREDIT CARD at <http://www.licanys.org/index.php/payments/>**

or **MAIL CHECK PAYMENT TO (payable to LICA):** LICA RW, 150 Motor Parkway, Suite 307, Hauppauge, NY 11788



**QUESTIONS?** Email [lbarker@licanys.org](mailto:lbarker@licanys.org) or call 631.231.5422