

# 2010 Convention Program Advertising Order

*The Tennessee Agent* magazine

Order form due by April 15. Ad materials due by May 8

## 1. Check Size

Size	Width	Depth	Circle B&W or Color:	
			B&W Rate	4-Color Rate
___ Full Page	7 1/2"	9 3/4"	\$372	\$622
___ Full Bleed	8 5/8"	11 1/4"	\$372	\$622
___ 1/2 island	4 7/8"	7"	\$240	\$490
___ 1/2 horizontal	7 1/2"	4 7/8"	\$225	\$475
___ 1/4 vertical	3 1/2"	4 1/2"	\$165	\$415

## 2. Materials:

\_\_\_ E-file: Acceptable file formats are ".tiff", ".eps", ".pdf", QuarkXpress (version 4.0 or 5.0), Illustrator (version 6). Images must be 300 dpi. PDF files: set to "print quality" specifications. Embed all fonts and images. For color ad, convert RGB images to CMYK before creating PDF. For B&W, convert to grayscale. Email to lgaines@piatn.com. Mail full-size printed proof from final file.

\_\_\_ Disk (see above specs). Include full-size printed proof from final file.

### Advertiser

\_\_\_\_\_  
Company Name Tel # Fax #

\_\_\_\_\_  
Contact Name & Title Email

\_\_\_\_\_  
Mailing Address

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

### Advertising Agency (If Used)

\_\_\_\_\_  
Agency Address Tel # Fax #

\_\_\_\_\_  
Contact Name & Title Email

\_\_\_\_\_  
Mailing Address

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

Check here to receive: \_\_\_ Complimentary Issue \_\_\_ Invoice \_\_\_ Tear Sheets (number needed)

Contract and Copy Regulations: Publisher reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content, photographs, trademarks and copyrights included in their advertisements. Advertisers and advertising agencies are responsible for observing Tennessee insurance advertising laws and regulations. Advertisers and advertising agencies agree to indemnify PIA of Tennessee, Inc. for any claims arising there from made against the Publisher.

Placed By: \_\_\_\_\_  
Signature Date

### Return form to PIA of Tennessee

504 Autumn Springs Court, Suite A-2, Franklin, TN 37067 Tel:615/771-1177 Fax: 615/771-3456