IRC
ILLINOIS
READING
COUNCIL

# JOURNAL ADVERTISEMENT REQUEST FORM

*Illinois Reading Council Journal*

## CONTACT INFORMATION

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone: _____ Fax: _____

## AD SPECIFICATIONS

### JOURNAL ISSUE (CIRCLE ONE): Winter Spring Summer Fall _____ (*Year*)

### BLACK & WHITE:

_____ 2 Page Center Spread.....$1,250.00
_____ 2 Page Spread.....$1,000.00
_____ Full Page.....$500.00
_____ 1/2 Page Vertical.....$250.00
_____ 1/2 Page Horizontal.....$250.00
_____ 1/4 Page.....$150.00

### TOTAL DUE: _____

### DIMENSIONS (LIVE AREA):

Full Page.....7 1/2" width x 9 1/2" height
1/2 Page Vertical.....3 1/2" width X 9 1/2" height
1/2 Page Horizontal.....7 1/4" width X 4 1/2" height
1/4 Page.....3 1/2" width X 4 1/2" height

***DEADLINES FOR SUBMITTING ADS:***
***WINTER: September 1*** ***(mailed in December)***
***SPRING: December 1*** ***(mailed in March)***
***SUMMER: April 1*** ***(mailed in June)***
***FALL: July 1*** ***(mailed in September)***

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