

# Advertise

in *Active Voice / Voix active*

the national newsletter of the Editors' Association of Canada



## Active Voice / Voix active Advertising Insertion Order

### Contact Information

Advertiser: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

If an advertising agency will be our main point of contact, please provide the following information.

Advertising Agency: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please send a copy of this agreement to your advertising agency.

### Specifications (Please refer to current "Advertising Rates & Specifications")

Advertisement Size	Preferred Placement	Insertion Date(s)	Rate	Frequency Discount	Total
	Yes, page #	<input type="checkbox"/> winter issue			
	Yes, page #	<input type="checkbox"/> spring–summer issue			
	Yes, page #	<input type="checkbox"/> fall issue			

- New ad
- Previous ad published in \_\_\_\_\_ issue. Please attach a copy of the ad to this insertion order.

Digital files must comply with the following specifications:

- All ads must be CMYK (four colour process).
- Accepted file formats include tiff, eps, jpg, or pdf.
- Ads should be at least 300 dpi at the finished size.
- Ads must conform to the sizes defined sizes in our current Advertising Rates & Specifications.

All advertisements must be supplied as print-ready digital files. If design services are required, this should be negotiated with the production team independently. For questions regarding rates, advertisement specifications, digital requirements, submission guidelines, or design services please email us at [ads@editors.ca](mailto:ads@editors.ca).

**Prior to submitting your artwork**, please complete this form and submit via fax at **416 975-1637** or mail to **Editors' Association of Canada, 505–27 Carlton St. Toronto, ON M5B 1L2**

We can reserve your ad space only after we have received this completed form.

### Method of Payment

Enclosed is a cheque made payable to Editors' Association of Canada. Please send invoice to:

Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Signature \_\_\_\_\_ Date: \_\_\_\_\_

## TERMS AND CONDITIONS

Execution of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with the terms as stated herein. Neither the advertiser nor its agency may cancel insertion orders for advertising after the published advertising deadline. No refunds will be issued for ads not running due to late artwork submissions or cancellations after the published advertising deadline.

## CONTENT

All advertising content and design must be acceptable to the publisher, who reserves the right to postpone or refuse, without penalty, publication of any advertisement. If advertising material appears in an editorial-like format, the publisher reserves the right to add the word “advertisement” prominently above or below the copy.

Without the prior consent of the publisher, an advertiser may not incorporate in an advertisement or other publication the fact that a product or service has been advertised in EAC’s *Active Voice / Voix active*.

## PRODUCTION & DESIGN CHARGES

Additional production and design costs will be levied if supplied artwork does not meet specifications. Production and design costs are competitive and will be provided upon request.

## LIABILITY

The publisher is not liable for errors or omissions in material submitted by the advertiser or its agent. Advertisements are accepted upon the representation that the advertiser has the right to publish the contents thereof. The advertiser agrees to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, or copyright infringements. The publisher shall not be liable for failure to insert an advertisement for any cause. Maximum liability for error on the part of EAC and its representatives is restricted to the space rate for this insertion order only.

## FREQUENCY RATES

To be eligible for frequency discounts, the advertiser herein agrees to place and pay for ads as per the number of insertions listed above within a period of one year from this issue.

## PAYMENT

Advertisers must submit payment in full at time of booking. Established accounts are net 30 days of publication. A late payment charge of 2% will be levied after 30 days.

## CANCELLATIONS

Cancellations must be received in writing on or before the published advertising deadline.

## ADDRESS PAYMENTS, MATERIALS, AND CORRESPONDENCE TO:

### **Editors' Association of Canada**

*Active Voice / Voix active*

505-27 Carlton Street

Toronto ON M5B 1L2

416 975-1379

416 975-1637 (fax)

1 866 CAN-EDIT (toll-free)

1 866 226-3348 (toll-free)

Email: [ads@editors.ca](mailto:ads@editors.ca)