

# ADSC FOUNDATION DRILLING

## 2019 ADVERTISING CONTRACT

### Advertiser

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Advertising Agency (If Applicable): \_\_\_\_\_

Advertising Contact: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Billing Information

#### SEND ADVERTISING INVOICES TO:

<input type="checkbox"/> Company	<input type="checkbox"/> Advertising Agency (signature required on page 4)
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*If billing address is different than address listed above please fill out below.*

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Return completed and signed form to Jan Hall at [jhall@adsc-iafd.com](mailto:jhall@adsc-iafd.com).**

# FOUNDATION DRILLING

## Advertising Insertion Order

View the 2019 Media Guide for complete ad preparation specifications at [adsc-iafd.com](http://adsc-iafd.com).

### PLEASE INDICATE ADVERTISING ISSUES BELOW:

<input type="checkbox"/>	January
<input type="checkbox"/>	February/March
<input type="checkbox"/>	April

<input type="checkbox"/>	May/June
<input type="checkbox"/>	July
<input type="checkbox"/>	August/September

<input type="checkbox"/>	October
<input type="checkbox"/>	November/December

**NOTE:** Two (2) ad minimum

### PLEASE INDICATE THE AD SIZE AND COLOR OPTIONS BELOW:

#### Size:

<input type="checkbox"/>	Full Page	<input type="checkbox"/>	2/3 Page Vertical	<input type="checkbox"/>	1/2 Page Horizontal
<input type="checkbox"/>	1/3 Page Vertical	<input type="checkbox"/>	1/3 Page Square		
<input type="checkbox"/>	2 Full Page Spread	<input type="checkbox"/>	2 Half Page Spread		
<input type="checkbox"/>	3-Panel (6-Page) Ad With Foldout				

#### Color:

<input type="checkbox"/>	4 Color	<input type="checkbox"/>	Black & White
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### REQUEST PREFERRED POSITION

(Right hand placement is not offered except in the Preferred Positions listed below)

<input type="checkbox"/>	Inside Front Cover	<input type="checkbox"/>	Inside Back Cover	<input type="checkbox"/>	Outside Back Cover	<input type="checkbox"/>	Opposite Masthead
<input type="checkbox"/>	Opposite "From the Desk of the CEO"		<input type="checkbox"/>	Opposite "President's Message"			
<input type="checkbox"/>	Opposite ADSC Calendar		<input type="checkbox"/>	Under "President's Message"			

PICK UP EXISTING AD FROM PREVIOUS ISSUE. Issue: \_\_\_\_\_ Year: \_\_\_\_\_

### NEW ART WILL BE SUBMITTED FOR THE FOLLOWING ISSUES. (Submit a new insertion order along with the art file)

<input type="checkbox"/>	January
<input type="checkbox"/>	February/March
<input type="checkbox"/>	April

<input type="checkbox"/>	May/June
<input type="checkbox"/>	July
<input type="checkbox"/>	August/September

<input type="checkbox"/>	October
<input type="checkbox"/>	November/December

(NOTE: If new art is not provided by ad art due date previous ad art will be picked up)

## Advertising Cost

ADVERTISING RATE PER ISSUE (see page 3 for advertising rates)	\$ _____ .00
NUMBER OF ISSUES ADVERTISED ( <b>Important: Two (2) ad minimum</b> )	X _____
TOTAL COST OF ADVERTISEMENTS	\$ _____ .00

# FOUNDATION DRILLING

## Advertising Agreement

Ad rates are based on NET Pricing (USD) and do not include Agency commission.

AD SIZE	Member	Non-Member	Member	Non-Member	Member	Non-Member
<b>FULL COLOR</b>	<b>2x</b>	<b>2x</b>	<b>5x</b>	<b>5x</b>	<b>8x</b>	<b>8x</b>
Double Page Spread	\$2,943.00	\$3,532.00	\$2,684.00	\$3,221.00	\$2,354.00	\$2,825.00
Half Page Spread	\$1,520.00	\$1,824.00	\$1,387.00	\$1,665.00	\$1,216.00	\$1,460.00
Full Page	\$1,427.00	\$1,713.00	\$1,301.00	\$1,562.00	\$1,141.00	\$1,370.00
2/3 Page	\$1,334.00	\$1,601.00	\$1,217.00	\$1,461.00	\$1,067.00	\$1,281.00
1/2 Page	\$1,242.00	\$1,491.00	\$1,133.00	\$1,360.00	\$993.00	\$1,192.00
1/3 Page	\$1,129.00	\$1,355.00	\$1,030.00	\$1,236.00	\$903.00	\$1,084.00
<b>BLACK &amp; WHITE</b>	<b>2x</b>	<b>2x</b>	<b>5x</b>	<b>5x</b>	<b>8x</b>	<b>8x</b>
Full Page	\$910.00	\$1,092.00	\$830.00	\$996.00	\$728.00	\$874.00
2/3 Page	\$784.00	\$941.00	\$715.00	\$858.00	\$627.00	\$753.00
1/2 Page	\$704.00	\$845.00	\$642.00	\$771.00	\$563.00	\$676.00
1/3 Page	\$625.00	\$750.00	\$570.00	\$684.00	\$500.00	\$600.00

AD SIZE	Member	Non-Member
<b>FOLDOUT</b>	<b>FLAT RATE</b>	<b>FLAT RATE</b>
6-Page w/Foldout**	\$3,863.00	\$4,635.00

\*\* Only one per issue.

AD SIZE	Member	Non-Member
<b>PREFERRED POSITION*</b>	<b>8x</b>	<b>8x</b>
Inside Front Cover	\$1,555.00	\$1,866.00
Inside Back Cover	\$1,555.00	\$1,866.00
Back Cover	\$2,040.00	\$2,448.00
Preferred Pages* Full Page	\$1,327.00	\$1,593.00
Preferred Pages* 1/2 Page	\$1,180.00	\$1,416.00

\* Across from Masthead, CEO, President's Message, ADSC Calendar, and under President's Message.

## AD ART SUBMISSION

Advertising art is due on the 5th of the month prior to issue publication.

Ad art can be submitted by Hightail or can be emailed to [knepew@adsc-iafd.com](mailto:knepew@adsc-iafd.com).

To send art via ADSC's Hightail account; click on or copy and paste the following link into your browser, a window will open to direct you to upload <https://dropbox.hightail.com/ADSC-IAFD>. Please label your ad with your company name and issue date.

**\*Note:** Text and art should not exceed the live area or risk being cut off.

View the 2019 Media Guide for complete ad preparation specifications at [adsc-iafd.com](http://adsc-iafd.com).

**Magazine Trim Size:** 8.5" x 11"

**Full Page With Bleed:** 8.75" x 11.25"

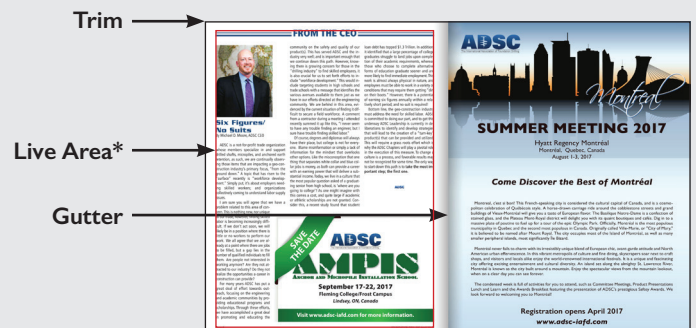
**Full Page Live Area:** 7.75" x 10.25"

**Full 2-Page Spread With Bleed:** 17.25" x 11.25"

**Double Page Live Area:** 16.25" x 10.25"

**NOTE: 3-Panel (6 Page) Foldout Trim Size:** 23" x 11"

**Contact Jan Hall or Katie Nepew 469-359-6000**



# FOUNDATION DRILLING

## Advertising Agreement

- a. This contract is between ADSC and Advertiser for 2019 advertising in the Foundation Drilling magazine.
- b. This contract is effective immediately upon receipt by ADSC and expires December 31, 2019.
- c. This contract is non-cancellable after publication of the first ordered advertisement.
- d. Advertiser agrees to pay the applicable advertising rates quoted in this contract (see page 3 for rates) for advertisement(s) ordered. Advertising rates are quoted at net prices and do not include any commission for advertising agency.
- e. Advertiser agrees to accept full financial responsibility for the total cost of advertisement(s) ordered.
- f. Advertiser agrees to pay each advertising invoice, in U.S. Dollars, within 30 days of invoice date.
- g. Advertiser agrees to pay a 1.5% monthly late fee for each invoice not paid in full within 60 days of invoice date.
- h. Advertiser agrees that its advertising may be suspended or canceled by ADSC at any time for nonpayment of invoice(s) more than sixty (60) days past due.
- i. All advertising is subject to the approval of publisher. Advertisements for products and services should be consistent with the technologies and policies of the ADSC. Policies regarding acceptable advertisements are subject to change without notification to advertisers.
- j. If the advertiser is an ADSC member and the advertisement includes any kind of non-member representation, the advertisement will be billed at non-member rate. This applies to: photos, logos, similar illustrations and products and services. Please consider this when creating or reviewing your artwork. A non-member is either a company or individual that is not an ADSC member.
- k. Advertiser and/or advertising agency assumes liability for all content (including text, representation and illustrations) of advertisements printed, and also assumes responsibility for any claims arising therefrom made against the publisher.
- l. ADSC is not bound by any condition, specification, or requirement of advertiser appearing on any order when such order or instruction conflicts with this contract or the ADSC 2019 Media Guide.
- m. Space reservations or new ads that differ from this contract must be accompanied by a new insertion order.

## Guarantor Agreement

**Guarantor Agreement (if applicable):** If advertising invoices are to be sent to Advertising Agency, both the Company and Advertising Agency guarantee payment under the terms of this Advertising Contract irrespective of any separate agreements between Company and Advertising Agency.

## Advertiser Authorization

Agreed to and accepted by:

**Company**

**Advertising Agency** (if applicable)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Date Signed

**Return completed and signed form to Jan Hall at [jhall@adsc-iafd.com](mailto:jhall@adsc-iafd.com).**