



THP 2020 Insertion Order

ADVERTISER

Company Name: _____

Contact: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Term (circle one): 1X 2X 3X 4X

Ad to appear in quarterly issue(s)

(check all that apply)

- Jan-Feb-Mar: Closing Date: Jan 24, 2020 (artwork due 2/6/20)
- Apr-May-June: Closing Date: Apr 13, 2020 (artwork due 4/27/20)
- July-Aug-Sep: Closing Date: July 2, 2020 (artwork due 7/16/20)
- Oct-Nov-Dec: Closing Date: Oct 26, 2020 (artwork due 11/9/20)

Premium Position Request

- Inside Front Cover
- Inside Back Cover
- President's Message (page 4)
- Back Cover

Ad Size

- Full page 1/3 page Classified
- 1/2 page 1/4 page

Ad Color

- Full color
- Black & White

Total Cost \$ _____

Email a signed copy of this insertion order to:

advertising@ihsinfo.org or
The Hearing Professional
Advertising Department
734.522.0200

Ad file Specifications:

Trim size: 8.5" W x 11" H

Full page ad dimension with bleed included:
8.75" W x 11.25" H

Bleed: Include .125" (1/8") bleed on all 4 sides
of full page ads, text elements and non-bleeding
ad elements should be .375" (3/8") inside the
trim edge. There is no extra charge for bleeds.

You will be invoiced after publication or you may pay in advance with credit card:

Payment Information

Name: _____

Card #: _____ Exp. Date: _____ Security Code: _____

Card Zip Code: _____

Signature: _____

15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.

Payment: Advertisers will be billed after publication of issue (net 30 days). Late payments may result in an interruption of consecutive ads or a suspension of advertising.

Cancellations: Cancellations made prior to closing dates are subject to 10% service fee based on individual placement cost. We cannot guarantee refunds on cancellations made after closing dates.