



# ADVERTISING AGREEMENT / INSERTION ORDER

New       Pick up from issue: \_\_\_\_\_

By this agreement, the undersigned person, firm or corporation (referred to as the "Advertiser"), and University of California Press, agree as follows:

## SCHEDULE

The Advertiser agrees to place an advertisement according to the issue(s) and schedule as follows:

Journal Title: \_\_\_\_\_ Issue date(s): \_\_\_\_\_

Ad size: \_\_\_\_\_ Color/black & white: \_\_\_\_\_

Placement: \_\_\_\_\_ Ad rate: \_\_\_\_\_

Notes: \_\_\_\_\_

## PAYMENT TERMS

30 days from invoice notice. All advertising payments via wire transfer are subject to a \$25 handling charge.

Please indicate a preferred invoicing option:

ADVERTISER       AGENCY

Advertiser / Agency: \_\_\_\_\_

DBA: \_\_\_\_\_

Print name/title: \_\_\_\_\_ Phone: \_\_\_\_\_

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

\_\_\_\_\_ E-mail: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The Advertiser accepts the terms and conditions herein and acknowledges that cancellations made **after the reservation close date(s)** will be subject to a 100% cancellation fee.

All ads subject to publisher's approval.

Please submit PDF ads to: [jennifer.rogers@ucpress.edu](mailto:jennifer.rogers@ucpress.edu).

For technical specifications please see [http://www.ucpressjournals.com/assets/ucp\\_ad\\_guidelines.pdf](http://www.ucpressjournals.com/assets/ucp_ad_guidelines.pdf).

List rental, inserts, web banner advertising also available. Please contact us for more info.

## CONTACT

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