



PUBLIC INTEGRITY

Advertising Contact: Barbara Ladd

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Rates effective January 2005

Space	Ad Size	Rates	
		1x	4x
Full page, black & white	5.5" x 9"	\$250	\$200
1/2-p. (b/w) horizontal	5.5" x 4"	150	120

MECHANICAL REQUIREMENTS

Trim size: 7" x 10" — no bleed.

Preferred formats: PDF or tiff files are preferred. Please • be sure to imbed fonts and art • also, advise which version of Acrobat is used • and include a proof copy of your ad. Black and white only. 133-line screen. Files may be sent by email to: bladd@mesharpe.com; fax proof copy to B.Ladd at 914-273-2106. Or, send file on a disk or CD-ROM together with a proof copy to: B.Ladd, Advertising Manager, M.E.Sharpe Inc., 80 Business Park Drive, Armonk, NY 10504.

Other: Advertisers will be charged \$40 on ads sent as camera-ready or film.

CLOSING DATES

	<u>Reservations</u>	<u>Materials</u>
Summer:	April 15	May 15
Fall:	July 15	August 15
Winter:	October 15	November 15
Spring:	January 15	February 15

COPY AND CONTRACT REGULATIONS

Advertising is subject to publisher's approval and must conform to U.S. postal regulations for second class publications. Advertiser assumes all liability for advertising content. Publisher reserves the right to identify as advertising all copy simulating editorial matter. Contract cancellations accepted before the closing date, except that the advertiser will be charged for publisher's actual expenses, if any, in the advertiser's behalf. Special positions awarded according to date of receipt of insertion order and are non-cancellable. Advertiser and advertising agency assume liability for ad content and for any claims arising.

COMMISSIONS, DISCOUNTS, FEES

Standard 15% commission to recognized agencies is computed on space and position. Mechanical charges are noncommissionable. Mechanical costs for stripping, typesetting, AA's, etc. are billed plus 15% service charge. Rates are protected for space contracted before a rate increase takes effect if insertions are made within six months of rate increase. *First-time advertisers must prepay.* Payment should be made by check or money order in U.S. funds drawn on a U.S. bank, or with any of these major credit cards: American Express, MasterCard, and Visa.