



# The <sup>TAP INTO IT<sup>®</sup></sup> AUTISM<sup>®</sup> perspective<sup>®</sup>

The Autism Perspective ■ 501(c)(3) California Non Profit Public Benefit Corporation



## TAP 2008 ADVERTISING RATES FOR eEDITION

# ADVERTISER'S RESOURCE Terms and Conditions

- 1.** All advertising is subject to Publisher Approval. The Publisher reserves the right to reject or cancel any advertisement, space reservation, insertion order or position commitment at anytime without cause.
- 2.** All advertisements, contracts, and insertion orders are accepted subject to the terms and conditions of this rate card.
- 3.** Advertising invoices are jointly or severally liable for by the advertising agency and/or advertisers.
- 4.** Advertisers or advertising agencies may not cancel or change orders after the reservation closing date.
- 5.** Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and also assume responsibility for any claims arising there from made against the Publisher. It is the advertisers responsibility to obtain appropriate release on any item or individual pictured in the Advertisement.
- 6.** Advertising artwork, film or photos will be

returned upon written request, otherwise all material will be recycled.

**7.** No advertising will be accepted from minors.

**8.** The Publisher assumes no liability for errors in key codes, copy changes, free information numbers, numbers in in advertising index or for failure to publish an advertisement for any reason.

**9.** Position of advertisement is at the discretion of the Publisher, except when a request for a specific position by the advertiser is acknowledged and accepted by the Publisher in writing.

**10.** The Publisher will not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publishers liability for any error resulting for Publisher's negligence will not exceed the cost of the space incurred by the error.

**11.** All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond Publisher's control.

The Autism Perspective - TAP Magazine has gone **GREEN**



OPTIONS AND PERSPECTIVES ABOUT AUTISM WITHOUT TAKING SIDES

## TAP 2008 ADVERTISING RATES FOR eEDITION

TYPE OF AD	SIZE	PRICE	
		AD WITHIN ARTICLE	AD BETWEEN ARTICLES
Full Page Ad	w 8.5" x h 11"	\$2,000	\$1,500
Spread ( 2 Full Pgs )	w 17" x h 11"	\$3,500	\$3,000
1/2 Spread ( 2 Half Pgs )	w 15.75" x h 4.8"	\$2,500	\$2,000
1/2 Page Vertical	w 3.5" x h 4.8"	\$1,000	\$750
1/2 Page Horizontal	w 7.57" x h 4.8"	\$1,000	\$750
1/2 Page Upright	w 4.75" x h 6.56"	\$1,000	\$750
1/3 Page Vertical	w 2.5" x h 9.75"	\$750	\$500
1/3 Page Horizontal	w 7.25" x h 2.93"	\$750	\$500
1/3 Page Upright	w 4.75" x h 4.8"	\$750	\$500
1/4 Page	w 3.5" x h 4.8"	\$500	\$350
1/8 Page	w 3.5" x h 2"	\$300	N/A

Our NEW eEdition will provide each advertiser with a hyperlink click through presence directly from the pages of TAP which will redirect the reader immediately to the advertiser's website!

This high tech feature creates an immediate action from your ad with a direct reaction "click" to your website. No need to write down information to find your website...the subscriber is just a click away! Immediate gratification will drive more traffic to your website.

We are offering two advertising option plans;

- Placement of your ad contained within the article
- Placement of your ad between articles

The eEdition allows any reader to email the entire magazine or email specific articles to other people for viewing and/or printing. When your ad is placed within an article...it can effectively take on a life of its own as it travels across the worldwide web.

Our projected controlled distribution of the eEdition of TAP is already over 250,000 and growing. The eEdition will be provided FREE of charge to any registered TAP member from around the world.

Additional added value for each advertiser will include; your logo with a link to your website on the TAP website home page listed under "TAP Sponsors" for the specified advertising period.

**THE AUTISM PERSPECTIVE - TAP MAGAZINE FREE e-EDITION IS MADE POSSIBLE FROM THE GENEROUS SUPPORT OF OUR ADVERTISERS**

### ADVERTISING DEPARTMENT CONTACT:

Nicki Fischer - Director of Advertising  
Phone: 503.224.9696 Fax: 866.442.6331  
Email: [nicki@TheAutismPerspective.org](mailto:nicki@TheAutismPerspective.org)

FILES ACCEPTED  
HIGH RESOLUTION 300dpi:  
TIFF, JPEG, PDF, IND, ILLUSTRATOR or  
Please call with other file type

The Autism Perspective - 10153-1/2 Riverside Dr., Suite 243 - Toluca Lake, CA 91602



## The Autism Perspective – TAP Magazine - eEDITION

### Advertisement Reservation Agreement

**Deadlines:**

<u>Issue</u>	<u>Ad Reservation Deadline</u>	<u>Ad Submission Deadline</u>
TAP 2008 Series 1 (March)	January 31	February 15
TAP 2008 Series 2 (June)	April 30	May 15
TAP 2008 Series 3 (September)	July 31	August 15
TAP 2008 Series 4 (December)	October 31	November 15

**Files Accepted: High Resolution; TIFF, JPEG, PDF, IND, ILLUSTRATOR or please call with other file type.**

Issue (circle one): **TAP 2008-Series 1 / TAP 2008-Series 2 / TAP 2008-Series 3 / TAP 2008-Series 4**

Ad Size: \_\_\_\_\_

Ad Placement (circle one): **Within Article or Between Articles**

Name of Business (if applicable) \_\_\_\_\_

Title: \_\_\_\_\_

Name \_\_\_\_\_

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

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

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

Web site: \_\_\_\_\_

Payment method: **Check / MC / VISA / Am-Ex (circle one)**

Please call for credit card payment - All payments due by ad reservation deadline date.

Date of Agreement: \_\_\_\_\_

Please fill out, sign and fax or e-mail this agreement to reserve your space. If paying by check, or by credit card, your ad payment is due in full by the ad reservation deadline of the first issue in which your ad will appear. Credit card charges will be processed at that time.

Fax completed agreement to (866) 442-6331 or e-mail to [nicki@theautismperspective.org](mailto:nicki@theautismperspective.org)  
Mail all checks to:

The Autism Perspective  
c/o Advertising Department  
331 NW Kronan Ct.  
Portland, OR 97210

**PLEASE MAKE CHECKS PAYABLE TO: THE AUTISM PERSPECTIVE**

The Autism Perspective non profit 501c3  
10153½ Riverside Dr., Suite 243 Toluca Lake, CA 91602 1-877-3-AUTISM (ph) 1-866-442-6331 (fax)