

**Northern Illinois Parrot Society's  
4th Annual "Flying into Knowledge" Seminar Program Guide Advertising Order Form**

**INCREASE YOUR EXPOSURE**

Advertise in the *NIPS's 4th Annual "Flying into Knowledge" Seminar Program Guide* for an ideal way to target attendees to your products or services. All registrants will receive a copy of the Guide as they enter the Seminar. This Guide will also be posted on the NIPS's website upon the completion of the event. You can't miss! In addition to your prominently placed ad, the *NIPS "Flying into Knowledge" Seminar Program Guide* will have information about the speakers, timeline, and a list of donors and sponsors.

Advertising in the *NIPS's 4th Annual "Flying into Knowledge" Seminar Program Guide* makes good sense. Here's why:

- *NIPS offers an exceptionally rich program.* This event is our largest annual fundraising project. It is educational while raising funds for avian research and conservation. Last year we donated \$3,300 to a variety of avian projects.
- *NIPS is a smart, economical way to advertise your business or event.* Review our rates and see how affordable they are.

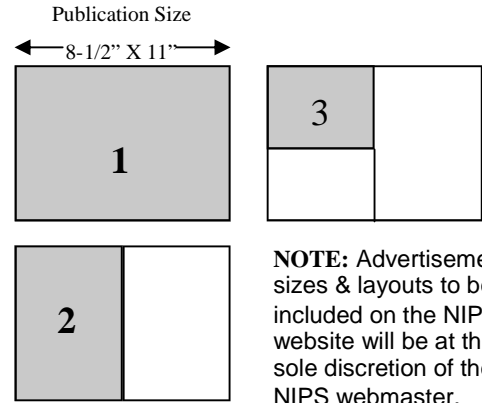


All proceeds raised by this Seminar will be donated to avian research and conservation causes as stated in the NIPS bylaws. NIPS is a not for profit organization and our Seminar could not be possible without our members, volunteers and people like you. *We thank you in advance for your support.*

**NIPS's Program Guide Advertising Options:**

Please check your choice of ad:

- OUTSIDE BACK COVER (5" x 8") (example #2).....\$ 150.00
- INSIDE BACK COVER (5" x 8") (example #2).....\$ 100.00
- FULL PAGE (10" x 8") (example #1).....\$ 75.00
- HALF PAGE (5" x 8") (example #2).....\$ 50.00
- QUARTER PAGE (5" x 3") (example #3).....\$ 35.00
- BUSINESS CARD ONLY (ONE SIDED) VERTICAL OR HORIZONTAL ...\$ 20.00
  - I have included a business card with this form.
- TEXT LINE ONLY (75 characters max. – 25 per line, 3 lines total).....\$ 10.00
- SPECIAL BIRD CLUB RATE (5" x 3") (example #3).....\$ 25.00



**ADVERTISING SPECIFICATIONS/MECHANICAL REQUIREMENTS**

**Trim Size:** The trim size of the publication is 11"x 8½". Live matter should be kept 3/8" inside the trim edge.

**Format-Electronic** Ad art must be supplied on CD or emailed to seminar@nipsparrot.org. MS Publisher, MS Word, Adobe Acrobat, .JPG, .TIF and .BMP accepted. Files should be at a high resolution with all art work and/or logos included. Files should be a minimum of 300 dpi at the ad size. If you are unable to produce art work, we can assist you for a nominal fee. If an ad is sent in an unusable format, advertiser will be charged a nominal fee for design time, or may resubmit the ad in the correct format prior to deadline.

**Due Date:** All artwork and payments are no later than **September 1, 2006 midnight CST.**

**Send To:** NIPS c/o Sheryl Robinson, 9386 Landings Lane #504, Des Plaines, IL 60016

**Questions:** If you have any questions regarding your ad in the, *NIPS's 4th Annual "Flying into Knowledge" Seminar Program Guide*, please contact Sheryl Robinson (evenings) 847-254-0591 or (day) 847-493-6499 or email at slravian@mindspring.com.

**Advertising Terms, Policies, Conditions and Contract Regulations**

Ads and contracts will be accepted on a first-come, first-serve basis. NIPS reserves the right to refuse any advertising from any individual, organization or company for any reason. NIPS reserves the right to determine and/or change the placement of ads without notice. NIPS reserves the right to revise, reject or omit any ad at any time without notice. NIPS is not responsible for, and expressly disclaims all liability for, damages of any kind arising in the event an advertisement fails to be published for ANY reason. Ads must be approved by both parties before inclusion. All contracts will be considered null and void and ad will not be printed if payment is not received by September 1, 2006. Any drawings, artwork, or copy submitted for reproduction are accepted at the advertiser's risk. Credit for errors shall be at NIPS's sole discretion and shall not exceed the cost of the space in which errors occur. No allowance is granted for errors that do not materially affect the value of an advertisement. The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use: the names, portraits, and/or pictures of living persons; any copyrighted or trademarked materials; any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any NIPS publication. The advertiser and its agency each agree to indemnify and hold harmless NIPS against all losses, liability, damage and/or expenses

Name of Business \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Cell/Work (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Special Instructions \_\_\_\_\_ Amount \_\_\_\_\_

arising from the copying, printing, or publishing of any such advertisements. No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, that conflict with NIPS policies, will be binding to NIPS. NIPS will charge the advertiser a minimum of \$25.00 in the event that a submitted ad is unusable due to size, format, or file type. Advertiser has the option to resubmit a corrected ad provided the deadline has not passed. In the event the deadline has passed the \$25.00 will not be refunded.

**Make checks payable to NIPS or Northern Illinois Parrot Society.** Return checks are subject to a \$25.00 fee. Payment in full, along with your signed contract must be received BEFORE your ad will be considered. **Payment must be received by September 1, 2006.** By signing this agreement you acknowledge that you have read and accepted all terms and conditions and agree to be bound by them. NIPS reserves the right to revise the terms and conditions at its sole discretion, at any time and without prior notice. Any and all rights not expressly granted in the terms and conditions are reserved by NIPS. *NIPS Thanks You for Your Support!*

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

**PLEASE COMPLETE ENTIRE FORM AND RETURN IT TO:  
NIPS \* c/o Sheryl Robinson \* 9386 Landings Lane #504 \* Des Plaines, IL 60016 \* 847-254-0591**