



2012/13 Records & Information Management BUYER'S GUIDE

Records and information management professionals turn to ONE resource for RIM purchases – the **Records and Information Management Buyer's Guide**. List your business in this purchasing guide featuring:

Printed Guide



- Company contact information listed online (www.arma.org/buyersguide)
- Company contact information printed in a desk guide
- Company and contact name, address, phone, e-mail, and 75- word company description
- 4-color company logo
- Searchable online product/category listing, keyword and alpha search
- Distributed to 20,000+ and promoted online to 152,000 visitors
- Logon and update your listing online, any time with your secure password

Standard Listing



Standard Listing Rates

Standard Listing: \$999 (net rate, noncommissionable)

- Standard listings appear online and in print
- Includes 75-word company profile, 4-color logo, website, and e-mail live links
- Reservations due: **April 20, 2012**. Materials due: **April 24, 2012**. Publication Date: **June, 2012**.

Terms: Standard listings must be paid in full at time of booking.

Display Advertising Rates

Bonus! Includes Standard Listing at no additional cost.

Display Ads	4-Color	Size
Full Page and Standard Listing	\$2,999	8-3/8" x 10-7/8"
IFC/IBC and Standard Listing	\$3,999	8-3/8" x 10-7/8"
Back Cover and Standard Listing	\$4,500	8-3/8" x 10-7/8"

Display advertising rates include a **FREE standard listing** in the print and online guide, in addition to the specified ad space. Agency discount of 15% is available on display advertising only.

Bleeds: **+10%** Guaranteed positioning: **+10%**

Display advertising reservations due: **April 20, 2012**. Display materials due: **April 24, 2012**. Publication Date: **June, 2012**.

Mechanical Specifications: High-res PDF files are preferred. Digital files are also accepted and should be submitted as a Quark, Photoshop, or Illustrator file (Macintosh); fonts must be included. Advertiser must supply a high-res color proof of ad. Files may be sent in any electronic medium or e-mailed upon notification to ARMA International. All bleeds exceed trim size (8-3/8" x 10-7/8") by 1/8" on all sides.

Logo Specifications: Print version: tif, eps, or jpg file, (300 dpi, to fit inside 3 1/2" X 1" space). Web version: jpg or gif file (72 dpi, to fit inside 4" X 1-1/2" space).

Advertorial Copy, White Pages, Case Studies

Print only: \$2,400 for the first page; \$1,980 each additional page

Feature your industry expertise in an article, case study, or white paper. ARMA International will compose your supplied copy in a standardized easy-to-read format highlighting your organization.

Approximate word count, not including graphics, is 750 words per page. ARMA International will edit articles for clarity and style, and reserves the right to decline an article.

Industry brief or case study reservations and materials due: **April 22, 2012**

Available only to standard listing or display advertisers. Must be paid at time of booking.

Contact

Karen Lind Russell/ Krista Markley • karen.krista@armaintl.org

+1 888.277.5838 • +1 913.217.6022 • Fax: +1 913.341.3742

ARMA International • 11880 College Blvd., Suite 450 • Overland Park, KS 66210 USA

Web Listing



Advertorial Copy



2012/13 ARMA International Buyer's Guide Placement Request Form

Company Name: _____

Address: _____

City: _____ State/Prov.: _____ Country: _____ ZIP/Postal Code: _____

Phone: (_____) _____ Fax: (_____) _____

Contact Name: _____

E-Mail Address: _____

YES, I would like to reserve space in the *Records & Information Management Buyer's Guide*.

Standard Listing: \$999 (see Standard Listing Rates for description)

Display Advertising with Standard Listing

Size of Ad: Full Page, 4-color

Placement: Inside Front Cover Inside Back Cover Back Cover

Advertorial, White Pages, Case Studies:

\$2,400 first page; \$1,980 each additional page

_____ Total number of pages

Insertion Costs:

Standard Listing Rate \$ _____

Display Advertising \$ _____

Advertorial \$ _____

TOTAL \$ _____

Payment Options (standard listing and advertorial copy must be paid at time of booking)

Please Invoice* (display advertising only)

CREDIT CARD: VISA Mastercard American Express Discover

Card No.: _____ Exp Date: _____

Signature: _____

*For accounts in good standing or subject to credit approval for new accounts.

By signing this contract, I agree to follow all advertising conditions listed in the *Buyer's Guide* Rate Card and on the back of this contract. Please refer to the Rate Card for specific rates and production information.

Advertiser Authorized Signature _____ Date _____

Title: _____

Please see reverse side for advertising conditions.

DELIVER ARTWORK AND CONTRACT TO:

ARMA International
ATTN: Karen Lind Russell/Krista Markley
11880 College Blvd., Suite 450
Overland Park, KS 66210 USA
karen.krista@armaintl.org
+1 888.277.5838 • +1 913.217.6022 • Fax: +1 913.341.3742

www.arma.org



A copy of this contract will be returned to advertiser and agency upon approval by ARMA International.

General Conditions

Closing Dates and Insertions:

1. Insertion orders must arrive at ARMA International by the space closing date of April 20, 2012, or advertising will not be published. Verbal confirmations are not acceptable.
2. Camera-ready artwork must arrive at ARMA International no later than April 24, 2012.
3. The publisher reserves the right to determine ad placement, although every effort will be made to fulfill placement requests.
4. Artwork will be destroyed 12 months after insertion unless specific written instructions are received indicating art is to be returned.
5. Subject matter, size, wording, illustration, and typography of all advertising is subject to publisher's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against the publisher.
6. Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof and that the advertisements will not violate the rights of any third party. In consideration of such publication, advertiser and its agency agree to indemnify, defend, and hold harmless ARMA International against any expense, claim, or loss arising out of publication or any breach of advertiser's representations or warranties.
7. All advertisements are subject to acceptance by ARMA International and must conform to the policies that apply to the website. ARMA International reserves the right not to accept any advertisement or space reservation and not to commit to specific position requests.
8. ARMA International will not be liable for any costs or damages (including incidental or consequential) if, for any reason, it fails to post any advertisement. ARMA International's liability for any error or omission, in whole or in part, will not exceed the cost of the advertisement as quoted on the ARMA International Rate Card.

Cancellations:

9. No cancellations or changes in insertion orders will be accepted after April 4, 2012. Cancellations must be received in writing. Any advertiser cancelling after April 4, 2012, must pay the full charge for space.

Payments:

10. All display advertising rates are gross and commissionable at 15% ONLY to recognized agencies on display advertising only. Standard listings are net. Payment must be received within 30 days of invoice to receive agency commission. NO EXCEPTIONS.
11. Advertisers and advertising agencies are jointly responsible for payment.
12. ARMA International will invoice the advertising agency or advertiser immediately after publication and will send a *Buyer's Guide* tearsheet as proof of insertion.
13. Payment for display advertising must be received within 30 days after the invoice date or service charges will be incurred.
14. All standard listings and advitorial copy must be paid in full by at time of booking.
15. The publisher reserves the right to require full payment in advance for companies with poor credit history.

Delinquent Accounts:

16. Those accounts that are outstanding for 60 days or more will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 120 days will be remitted to a collection agency.