



# Association for Conflict Resolution

## Advertising Opportunities

### for *ACResolution* and *Conflict Resolution Quarterly*

Reach your target market in the conflict resolution field with ACR

Get the word out about your practice to potential clients

Publicize programs and training opportunities to new and seasoned professionals and volunteers

### *ACResolution*

the flagship magazine of ACR

- reaches readers ranging from the curious novice to the experienced professional, and
- offers quality writing and timely content on the broad spectrum of conflict resolution.



### *Conflict Resolution Quarterly*

ACR's quarterly scholarly journal

- reaches new practitioners and seasoned professionals, academics and theorists alike, and
- analyses the nexus of theory, research and practice in an applicable manner.

The mission of *ACResolution* and *CRQ* is to support the professional development needs of conflict resolvers, educate the general public about the value of conflict resolution, and advance its successful use in all areas of modern life.

The Association for Conflict Resolution is a nonprofit membership association representing mediators, arbitrators, educators, and others in the field of conflict resolution and alternative dispute resolution. As the professional conflict resolution association with nearly 7,000 members, ACR works across the nation and around the world to promote the peaceful resolution of conflict and create a more just and equitable society.

***ACR is changing the way people manage conflict in their daily lives***

**[www.ACRnet.org](http://www.ACRnet.org)**

Effective January 2005

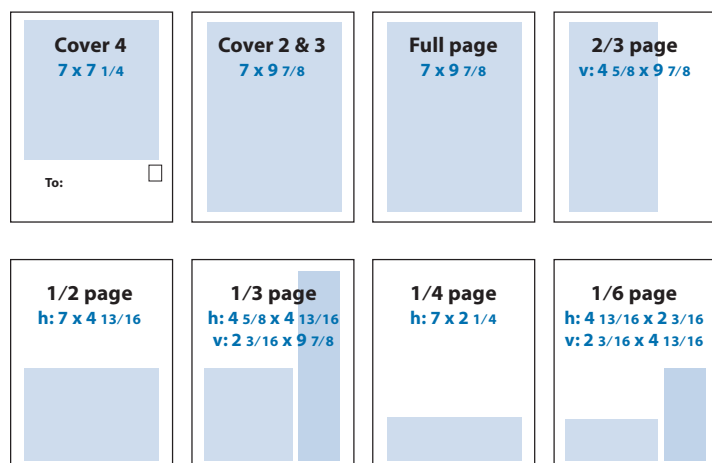
# ACR Publications Advertising Rates

## ACResolution

ACResolution is the quarterly professional magazine of ACR.

- 10,000 issues printed quarterly:
  - 8,000 distributed directly to members
  - 2,000 distributed at conferences, trade shows, etc.
- Cover 4 is full color.
- Covers 2 & 3 magazine pages are two-color: black and the PMS color selected for each issue.

## Ad Sizes



Cover 4	\$1,500	7 x 7 1/4
Cover 2 & 3	\$1,000	7 x 9 7/8
Full page	\$900	7 x 9 7/8
2/3 page	\$800	v: 4 5/8 x 9 7/8
1/2 page	\$600	h: 7 x 4 13/16
1/3 page	\$500	h: 4 5/8 x 4 13/16; v: 2 3/16 x 9 7/8
1/4 page	\$450	h: 7 x 2 1/4
1/6 page	\$330	h: 4 13/16 x 2 3/16; v: 2 3/16 x 4 13/16

Note: v: means vertical layout, h: means horizontal layout  
All dimensions=width x height in inches

Magazine Issue	Spring	Summer	Fall	Winter
Publication Mailed	May 1	Aug. 1	Nov. 1	Feb. 1
Order Deadline	March 1	June 1	Sept. 1	Dec. 1
Material Deadline	March 15	June 15	Sept. 15	Dec. 15

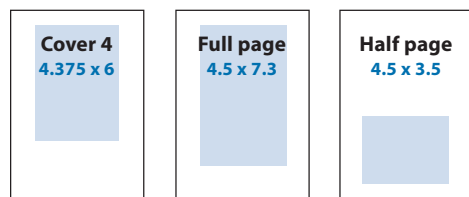
Number of ads per year	2 X	3 X	4 X	multi-year (5 +)
Multiple runs discounts for same space	10%	15%	20%	25%

## Conflict Resolution Quarterly

Conflict Resolution Quarterly (CRQ) is the quarterly scholarly journal of ACR.

- 7,000 issues printed quarterly:
  - 6,000 distributed directly to members
  - 1,000 distributed at conferences, trade shows, etc.
- Back cover is three-color: black, purple (PMS 5125) and teal (PMS 3155)

## Ad Sizes



Cover 4	\$1,500	4.375 x 6
Full page	\$900	4.5 x 7.3
Half page	\$600	4.5 x 3.5

Magazine Issue	Spring	Summer	Fall	Winter
Publication Mailed	April 15	July 15	Oct. 15	Jan. 15
Order Deadline	Jan. 1	April 1	July 1	Oct. 1
Material Deadline	Jan. 15	April 15	July 15	Oct. 15

**Thank you for your interest in advertising with the Association for Conflict Resolution.**

Additional fee for nonformatted ads may apply.

These rates are effective as of January 2005, and are subject to change.

**Please contact us with any questions and to place your order today.**

Alison Talbott  
Publications Manager  
tel: 202.464.9700 ext. 230  
fax: 202.464.9720  
publications@ACRnet.org

Association for Conflict Resolution  
1015 18th Street, NW Suite 1150  
Washington, DC 20036  
www.ACRnet.org

# ACR Advertising Specifications and Policies

## Advertising Specifications

**ACResolution** is a 48-page magazine self cover, 8.5 x 11 inches, printed offsheet, sheet fed on 60 lb. enamel. Interior pages are black and one PMS color unique to that issue which advertisers can incorporate into their advertisements.

**Conflict Resolution Quarterly (CRQ)**, approximately 7 x 10 inches, averages 400-600 pages. The cover is black, teal (PMS 3155) and purple (PMS 5125); inside cover and pages are black and white.

- ACR, hereafter the publisher, will not be bound by any conditions, printed or otherwise, appearing on any advertising insertion order or contract.
- The publisher is not responsible for any claims made in an advertisement. Advertiser and agency, jointly and separately, will indemnify and hold harmless the publisher, its officers, agents and employees against any liability, loss, attorneys' fees, and all other costs resulting from publication of the advertisement, including but not limited to libel, omissions, violation of privacy, copyright infringement, or violation of proprietary rights.
- The Publisher is not financially responsible for typographical errors in an advertisement or failure to publish an advertisement.
- All advertisements must be clearly identified with a trademark and/or signature of the advertiser.
- The word "advertisement" shall be printed prominently on advertisement that, in the opinion of the publisher, might be confused with editorial content.
- The Publisher reserves the right to reject any advertisement.
- Ads deemed "inappropriate" may be omitted or requested to be redesigned.
- Ads will not take precedence over editorial copy.
- Ads positioning is at the discretion of the Publisher, except covers 2, 3 and 4.
- Frequency rates are applicable only to like-size space used within 1 calendar year.
- Advertisers placing fewer ads than originally contracted and paid for in advance will receive ad space credit in future volumes for all contracted unused space that can be used in the next two magazine editions.
- ACR reserves the right to make rate changes. Such rate changes will not affect space already subject to contract and prepayment.

## Printing Specifications

### Acceptable formats:

- Macintosh and PC formats are acceptable (Macintosh is preferred).
- ACR requires ads to be saved as .eps, .tiff or .jpeg files with all fonts and images embedded or converted to outlines. We also accept high resolution pdfs (all fonts must be embedded). *ACResolution* is produced in Quark 6.0, and will only accept documents in Quark 4.0 through 6.0.
- Files submitted as Microsoft Word are acceptable, but will incur additional \$100 setup fee.
- For word documents, image cannot be submitted WITHIN (embedded in) a word document. Rather, the images always have to be separate attachments, as a QuickTime file or a Photoshop file.

### Submission specifications:

- All images must be at least 300 dpi for best printing results.
- All ads submitted to ACR on Zip, Jaz or CD must include all fonts, art, photos and /or logos. Hard copy (proof) must accompany disk. In the case of four-color ads, color proof must accompany disk.
- All four-color ads must be CMYK.
- All other ads should be submitted in black and white, or may use the unique PMS color specified for each *ACResolution* issue.
- All supplied ads must be submitted at 175 line screen.
- Each ad must be created and submitted in exact dimensions of ad size purchased. See ad size chart.

**Payment Policy:** Prepayment in full is required by Order Deadline date until credit has been established. Credit card or check payments are acceptable. ACR accepts payment by credit card (Visa, MasterCard), check (made payable to "Association for Conflict Resolution"), money order, and purchase order (additional fees may apply). Payments are due on the Order Deadline date, and materials are due to ACR on the Material Deadline date.

**Cancellation Policy:** All cancellations must be made in writing at least 45 days prior to the publication's mail date.

**Please contact the ACR Publications Manager with any questions and to place your order today.**

**tel:** 202.464.9700, ext. 230

**fax:** 202.464.9720

publications@ACRnet.org

[www.ACRnet.org](http://www.ACRnet.org)



Association for  
Conflict Resolution

# Advertising Contract

for *ACResolution* and *Conflict Resolution Quarterly*

**ADVERTISER**

Contact/Title

Street City State/Country Zip

Phone Fax Email

Agency/Contact/Title (if applicable)

Street City State/Country Zip

Phone Fax Email

**Frequency:**  1X  2X  3X  
 4X  5X or more \_\_\_\_\_

**Ad Size:**  Cover 4  Cover 2,3  
 Full Page  2/3 Page  
 1/2 Page  1/3 Page  
 1/4 Page  1/6 Page

**Materials Instruction:**

Payment is due by Order Deadline date of each issue.

Film  Disk/Electronic  
 Pick up materials from \_\_\_\_\_ issue

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Issue:**  Winter  Spring  
 Summer  Fall

**Ad Color:**

ACResolution options:  
 Black & one PMS Color  
 Four-Color  
 Bleed

CRQ options:  
 Black, PMS 3155 & PMS 5125  
 Black & White

<b>Cost:</b>	<i>ACResolution</i>	<i>CRQ</i>
Gross Cost per Insertion	\$ _____	\$ _____
Multiple Run Discount? <input type="checkbox"/> Yes _____% \$ _____	\$ _____	\$ _____
Net Cost per Insertion	\$ _____	\$ _____
Number of Insertions: _____	\$ _____	\$ _____
Subtotals	\$ _____	\$ _____
<b>Total Cost of Contract</b>	<b>\$ _____</b>	

FILM OR DISK MUST BE ACCOMPANIED BY A HARD COPY AND A COPY OF THE INSERTION ORDER.  
Please send insertion orders and art materials to: Association for Conflict Resolution • Attn: Publications Manager  
1015 18th Street, NW, Suite 1150 • Washington, DC 20036 Tel: 202.464.9700 ext. 230 • Fax: 202.464.9720

**Credit Card Information Required:** Check one:  Visa  MC

Credit Card no. Expiration Date (month/year) Name as it is shown on credit card

Authorized Signature/Title Date

**Cancellation/Payment terms:** All cancellations MUST be submitted in writing at least 45 days prior to the publication's mail date. If, for any reason, an advertisement is cancelled after the Order Deadline date, the publisher reserves the right to repeat a former ad at full rate. If the advertiser has not previously run an ad, the advertiser will be charged for the space reserved. Neither the advertiser nor its agency may cancel advertising after the Order Deadline date. Special contract schedules and multiple run discounts will not be cancelled. Any outstanding balance of more than 60 days will be automatically charged to the credit card above. By signing this contract, the advertiser agrees to abide by these terms.

ACR office use only \_\_\_\_\_