

# Value World Advertising Policy

Beginning with the Spring 2007 issue, *Value World* will be electronically distributed. The new format permits greater flexibility and should be of greater convenience to subscribers. In concert with the new format, *Value World* will accept advertising.

## ***Types of Advertisements***

*Value World* will accept advertisements from value professionals, current or potential clients of value professionals, and other vendors of tools, techniques, or products that may be of service to the value profession. SAVE International reserves the right to reject any advertisement deemed in appropriate or unsuitable by the Vice President – Education or the society’s business office.

*Value World* will not discriminate against race, religion, age, sex, or country of origin in the acceptance and placement of advertisements.

Placement of advertisements in *Value World* is the responsibility of the editorial staff and webmaster and is subject to the discretion of the editorial staff and webmaster. Only those advertisers who purchase top advertisement space within a particular issue of *Value World* will have specific space reserved for their advertisements.

## ***Advertisement Policy and Rates***

The SAVE International business office must receive completed orders, payment, and graphic files no less than 30 days prior to the schedule publication date of the issue in which the advertisement is to be published. Publication is scheduled for March 31, June 30, and September 30.

Advertisers may purchase an advertisement for publication in a particular issue of *Value World* or series of issues. Advertisement rates are below. All amounts are in United States currency.

Space Description	1 Issue	1 Issues	Entire Year
Top advertisement space	\$150	\$225	\$300
All other advertisement space below first ad	\$100	\$175	\$225

SAVE International accepts the payment for advertisements via personal or company check, credit card (American Express, Visa, MasterCard), and wire transfer. If paying for an advertisement via wire transfer, please contact the business office for the necessary information.

## ***Advertisement Format***

SAVE International will accept advertisements in web-friendly format only. Bitmap files must be JPG, GIF, or PDF. Vector files may be in Adobe Illustrator or EPS format. Please be sure that graphic files have the appropriate resolution for onscreen viewing and fast download. No file greater than 2MB will be permitted.

## ***Contact Information***

Please direct all communication related to *Value World* to: SAVE International Business Office, 136 South Keowee Street, Dayton, OH 45402 USA; Telephone (937) 224-7283; Fax (937) 222-5794; Email [info@value-eng.org](mailto:info@value-eng.org).

# Value World Advertisement Order Form

## Advertiser Information

Contact Name \_\_\_\_\_  
Contact Title \_\_\_\_\_  
Company \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email Address \_\_\_\_\_  
URL \_\_\_\_\_

## Payment Information

Check (enclosed)      Credit Card No. \_\_\_\_\_  
 American Express      Expiration Date \_\_\_\_\_  
 MasterCard  
 Visa  
 Wire Transfer      Cardholder Signature: \_\_\_\_\_

## Advertisement Information

1 Issue (check one)       Spring       Summer       Winter      Year \_\_\_\_\_  
2 Issues (check two)       Spring       Summer       Winter      Year \_\_\_\_\_  
Entire Year      Indicate year \_\_\_\_\_

Type of Graphic File:      Bitmap       JPG       GIF       PDF  
   Vector       EPS       AI

Size of Graphic File      \_\_\_\_\_ MB

- I will email my graphic file to [info@value-eng.org](mailto:info@value-eng.org).  
 My graphic file in on a disk accompanying this order.

*I acknowledge that my advertisement will not be placed until payment in full has been processed and an appropriate graphic file has been received by the SAVE International business office.*