

ACA Reflexions is a quarterly newsletter published for the benefit of our members. The newsletter includes valuable information on the latest developments in database access and distribution, job opportunities, developments in diffraction and computer technology and listings and reviews of national and international meetings.

2018 Rate Card

Rates (non commissionable)	Rates*	
	Four-color	Black & white
Full page - cover	2,199	n/a
Full page - inside	1,735	867
1/2 page (horizontal or vertical)	867	435
1/4 page	435	257

Deadlines

Issue	Reserve by	Artwork by
Spring	January 15	February 15
Summer	April 1	May 1
Fall	August 1	September 1
Winter	November 1	December 1

(There is often some flexibility of these deadlines. If additional time is required, please contact Kristina Vitale, kvitale@hwi.buffalo.edu)

Cancellations

Not accepted after the reserved closing date.

Terms: 30 days

For invoices not paid within 60 days of billing date, the publisher reserves the right to hold the advertiser liable for the amount due and payable.

Discounts

- 4% discount, per ad, on **four** consecutive ads upon submission of 2018 signed contract

- **Corporate Member Savings:**

Emerald Level Member: One, half-page, 4 color ad **FREE** in any issue of *Reflexions*

Ruby Level Member: One, full-page, 4 color ad **FREE** in any issue of *Reflexions*

Diamond Level Member: One, full-page, 4 color, cover position ad **FREE** in any issue of *Reflexions*

- Double your reach and advertising dollars with special rates on combination ads in *Reflexions* and in our online, open access journal, *Structural Dynamics*: 10% off journal ads with a one-year (4 issues) contract in Reflexions

Mechanical Requirements

Trim Size.....	8.5" x 11"
Full Bleed	9" x 11.5"
Live Matter.....	7" x 10"
Binding.....	Saddle Wire
Full Page.....	7" x 10"
Half Page, Horizontal.....	7" x 4 7/8"
Half Page, Vertical.....	3 3/8" x 10"
Quarter Page.....	3 3/8" x 4 7/8"

Digital Art instructions

Print quality PDF files, CMYK, with all images and fonts embedded are the preferred method for submission. Ads will be

General Policy

All advertising is subject to approval. The publisher reserve the right to reject any advertising which is not in keeping with the publications standards. Advertisers assume liability for all content (including text, representation, illustrations, sketches, amps, labels, trademarks and other copyrighted matter) of advertisements printed and also assume responsibility against the publishers. The publisher's liability for any error will not exceed the charge for the advertisement in question.

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 P.O. Box 96 Ellicott Station
 Buffalo, NY 14205-0096
aca@hwi.buffalo.edu www.AmerCrystalAssn.org

Questions:
 Contact Kristina Vitale
kvitale@hwi.buffalo.edu
 (716) 898-8694

Contract and Order Form for Advertising 2017

Issue	Page Size				Type		Price
Spring	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$
	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$
Summer	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$
	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$
Fall	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$
	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$
Winter	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$
	- Full	Half	Horizontal Vertical	Quarter	Blk & Wht	4 Color	\$

PLACEMENT PREFERENCES:		
	First Ad	Second Ad
Spring	Cover (4 color only) Inside Text	Cover (4 color only) Inside Text
Summer	Cover (4 color only) Inside Text	Cover (4 color only) Inside Text
Fall	Cover (4 color only) Inside Text	Cover (4 color only) Inside Text
Winter	Cover (4 color only) Inside Text	Cover (4 color only) Inside Text

We will try to accommodate page preference requests, but no guarantee will be made. Cover placements will be made on a rotating basis between all interested parties in an equitable manner. You will be billed according to the final ad placement.

Subtotal	\$ _____
4% Discount (applies to consecutive ads <i>only</i>)	\$ _____
ACA Corporate Membership Discount	\$ _____
TOTAL	\$ _____

Company _____

Contact _____

Street _____

City _____ State/Prov _____ Zip/Postal Code _____

Country _____ Phone _____

Fax _____ E-mail _____ Web site _____

Signed _____ Date _____ Title _____

Billing Instructions

Bill After Each

Full Payment Enclosed

ACCOUNTS UNPAID 30 DAYS AND OVER ARE SUBJECT TO A FINANCE CHARGE OF 1.5% PER MONTH WHICH IS AN ANNUAL PERCENTAGE RATE OF 18% TO BE APPLIED TO THE UNPAID BALANCE. WIRE TRANSFERS WILL BE NOT ACCEPTED.

Return signed contract to Kristina Vitale