



Ad Insertion Order Form

Sales Rep: _____

BILLING INFORMATION

Bill Advertiser

Company Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Bill Agency

Agency Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

AD INFORMATION

Check if this contains a change order from a previous insertion order.

Issue:	Year:	Closing Date:	Materials Due:	Mail Date:	Materials:	Ad Size:	Ad Color:
<input type="checkbox"/> Mar/Apr		11/29	12/8	2/15	<input type="checkbox"/> New	<input type="checkbox"/> Full Spread	<input type="checkbox"/> Full Color
<input type="checkbox"/> May/June		2/6	2/15	4/24	<input type="checkbox"/> Pick up	<input type="checkbox"/> Full Page	<input type="checkbox"/> 2 Color
<input type="checkbox"/> July/Aug		4/9	4/18	6/26		<input type="checkbox"/> 2/3	<input type="checkbox"/> Black and White
<input type="checkbox"/> Sept/Oct		6/11	6/20	8/28		<input type="checkbox"/> 1/2 H	
<input type="checkbox"/> Nov/Dec		8/6	8/15	10/23		<input type="checkbox"/> 1/2 V	
<input type="checkbox"/> Jan/Feb		10/10	10/19	12/27		<input type="checkbox"/> 1/3 H	
						<input type="checkbox"/> 1/3 V	
						<input type="checkbox"/> 1/4	
						<input type="checkbox"/> 1/6 H	
						<input type="checkbox"/> 1/6 V	
						<input type="checkbox"/> 1/12	

Ad Material Contact: _____

Phone: _____

Ad Title and Description: _____

Ad Materials:

- enclosed
- emailed to bugleads@rmef.org
- uploaded to FTP site
- Ad build (additional cost)
- pick up from issue: Issue Month/Year: _____
- other:

Electronic File Specifications:

We accept composite PDF files only. Please send via FTP, email, CD, or DVD. Color correct proof must accompany all digital files. We cannot guarantee accurate color reproduction without a press-ready color proof. Email digital files to bugleads@rmef.org

All Ad materials should be sent to: Rocky Mountain Elk Foundation, Attn: Jennifer Gorder/Ad Coordinator, 5705 Grant Creek Rd, Missoula, MT 59808, (406) 523-4577, jgorder@rmef.org

BILLING: for terms, policies and guidelines, see the reverse side.

Cash Check Visa MC AMEX Discover

Charges will process 2 weeks after Bugle's drop date.

Card Number: _____

Exp Date: _____

Credit Card Signature: _____

Rate: _____

Discount: _____

Other: _____

I agree to the terms on the reverse side.

Total Amount per issue: _____

Signature: _____ Date: _____

Sales Rep: _____ Date: _____

Payment Policy

Prepayment is required by all first-time advertisers until a credit application has been approved. Once approved, advertisers will be granted 30-day payment terms. Invoicing will occur after members have received their copies. Balances not paid within 30 days will be assessed a 1.25% finance charge per month on unpaid balance. Your prompt payment, helping the Elk Foundation fulfill its mission, is appreciated by our members – your customers.

We reserve the right to put a hold on future ads if account balance is not current.

Outfitter and Booking Agencies

All outfitters and booking agencies must be outfitter members of the Elk Foundation to place an ad. Call for details.

Ad Specifications

- Ad specifications and instructions are available online at: <http://www.rmef.org/NewsandMedia/PubsTV/Bugle/advertising.htm>.
- All ads must be sent in high resolution, process color PDF format at actual size the ad will run at.
- We require a hard copy composite color proof to accompany each ad and cannot guarantee accurate color reproduction without a color match proof.
- We reserve the right to resize (at your cost) or refuse any ads submitted incorrectly.
- Please send ads via email at BugleAds@rmef.org, mail a CD or DVD (must be received by material due date) or upload your file to our FTP site (see instructions below)

Elk Foundation FTP Instructions

Windows

1. Open an Internet Explorer window and type in: <ftp://general:generalftp@ftp.rmef.org>
2. You should be automatically logged in.
(If you are not automatically logged in, go to File > Login As and enter: Username: general and Password: generalftp)

Macintosh (you may need to use an FTP utility if the instructions below do not work)

1. Open an Internet browser window and type in: <ftp://general@ftp.rmef.org>
2. A login window should come up. Enter the following:
3. Username: general
4. Password: generalftp

Publication Terms and Conditions *updated 6/07*

The Rocky Mountain Elk Foundation reserves the right to refuse any advertisement in Bugle magazine that is not compatible with the Elk Foundation's mission or objectives.

The mission of the Elk Foundation is, in part, to perpetuate wild, free-ranging elk which may be hunted and otherwise enjoyed. The Elk Foundation fulfills this mission by protecting key wildlife habitat. We reject all advertisements for:

- the sale of live elk
- the sale of any hunting opportunity that fails to meet standards of fair chase ("guaranteed" kills, hunting inside fences, etc.).
- all contests, sweepstakes and raffle advertising

Hunting is a cherished tradition that the Elk Foundation desires to promote with care and taste. Our readers appreciate advertisements for goods and services that help them celebrate the hunting experience and show respect for animals and the land. If you believe that images of dead animals are the most effective way to sell your products or services, please exercise good taste (avoid gory animals or tongues hanging out, people sitting on animals, kill-shot collages, etc.). If you sell products which have the potential to be used in irresponsible or unethical ways, please emphasize responsible and ethical use of your products.

The Elk Foundation accepts and publishes advertising materials with the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents of the ad. By submitting an ad, the advertiser and/or advertising agency agrees to indemnify and hold the Elk Foundation harmless from and against any loss, expense or other liability resulting from any claims or suits that may arise out of the publication of such advertisement.

The Elk Foundation is not responsible for loss or damage to ad material. All advertising material submitted becomes the property of the Elk Foundation.

Each advertiser must have a separate contract with the Elk Foundation, and no contract may be shared between advertisers. The Elk Foundation reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for all monies or other compensation due and payable to the Elk Foundation, and may suspend or cancel publication of any advertisement(s) for non-payment of compensation due.

The Elk Foundation shall in no event be liable for failure to publish advertising provided by the advertiser. If an advertisement is not published, and the advertiser is current on its balance with the Elk Foundation, any monies received by the Elk Foundation for the unpublished ad shall be refunded to the advertiser or applied to publication of another advertisement, at the Elk Foundation's option.

The Elk Foundation's liability for any error shall not exceed the cost of the ad space occupied.

Cancellations will not be accepted after the ad closing date, and no cancellation will be valid unless acknowledged in writing by the Elk Foundation.

The Elk Foundation will not be bound by any terms or conditions printed or appearing on order blanks or copy instructions which conflict with these provisions.

- Contact the Elk Foundation for specific policies regarding real-estate ads.