



## Ad Request Form Information

There is no template nor are there any format restrictions for ads that appear in IJCO. This distinguishes an IJCO ad from an insertion in the IJCO Coaching Marketplace or Coaching Calendar. Subscribers and non-subscribers alike may place ads in IJCO. Note: Ads must be high resolution (i.e., at least 600 dpi) and submitted in either Adobe Illustrator or Quark Express format. Ads submitted in other software will not be accepted. Ads will be in either half page (up to 4 column inches maximum) or full page (up to 8.25 column inches maximum) size. Half or full page ads will appear in the body of the journal. A full page ad also may appear on the inside front or back cover, if available. When there is more than one request for inside cover ad placement, the Co-Executive Editors reserve the right to select and place the ad they choose in that location. Persons who did not receive their requested inside cover ad location will be reimbursed the cost difference for the ad.

The Co-Executive Editors may ask you to revise an ad to comply with the spirit of IJCO. If there are any questions or issues regarding your ad, one of the Co-Executive Editors will contact you to resolve them in a timely and satisfactory manner. The Co-Executive Editors may decline to place an ad if it is felt to be inappropriate for IJCO. In that case, you will receive a full refund.

### Procedure for placing ad in IJCO:

1. Create camera-ready version of ad as hard copy and digital file of ad. Remember:
  - Hard copy resolution must be at least 600 dpi.
  - Use Adobe Illustrator or Quark Express software only. Note what version you used.
  - Make two copies of the hard copy ad.
2. Complete all sections of the Ad Request Form.
3. Mail disk with file of your ad (please specify software used and version) and hard copy of your ad to:  
Don Tramel, President  
Centura Press, Inc.  
4723 U Street  
Sacramento, CA 95817 USA  
(916) 452-5395
4. Mail hard copy of your ad, completed ad request form, and payment to:  
John Lazar, IJCO Co-Executive Editor  
7309 Randolph St.  
Forest Park, IL 60130 USA  
(708) 771-9176

Please complete ad requester information **[A]** below. Then complete ad worksheet information **[B]**. Complete payment method information **[C]**. Mail hard copy of your ad and disk with your ad file to Don Tramel **[D]**. Mail this completed form, hard copy of your ad, and payment (or payment information) to John Lazar, IJCO Co-Executive Editor **[E]**.

### **[A] Ad Requester Information**

First Name\* \_\_\_\_\_ Family/Surname\* \_\_\_\_\_  
Title \_\_\_\_\_ Organization \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_  
Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
Phone Number \_\_\_\_\_

**[B] Ad Worksheet Information**

1. In what issue(s) do you want your ad placed? Year(s) \_\_\_\_\_ Issue(s) \_\_\_\_\_

Issue	Ad Recieved By	Publish Date (target)
1	1/1	2/15
2	4/1	5/15
3	7/1	8/15
4	10/1	11/15

2. Choose your ad size and **requested** location.

Ad Size and Location	Cost (\$US per issue)	Check Your Selection (only one)
___ page in body of journal	\$250	<input type="checkbox"/>
Full page in body of journal	\$400	<input type="checkbox"/>
Full page on inside of front cover	\$600	<input type="checkbox"/>
Full page on inside back cover	\$500	<input type="checkbox"/>

3. Calculate the cost of your ad.  
Number of issues ( \_\_\_\_\_ ) x Cost ( \_\_\_\_\_ ) = \$ \_\_\_\_\_

**[C] Payment Method Information** (Please make payment in U.S. dollars to PCPI)

® Check Check \_\_\_\_\_ Amount US\$ \_\_\_\_\_  
Number

**Credit Card (check appropriate type)**

® Discover

® Visa

®  
MasterCard

® American Express

Card \_\_\_\_\_ Expiration Date  
Number (mm/yy)

Signature \_\_\_\_\_ Name on Card \_\_\_\_\_

**[D] Mail hard copy of your ad and disk with ad file to**

Don Tramel, President  
Centura Press  
4723 U Street  
Sacramento, CA 95817 USA

**[E] Mail this completed form, hard copy of your ad & enclosed payment (if by check) to**

John Lazar, IJCO Co-Executive Editor

7309 Randolph St.  
Forest Park, IL 60130 USA