



The Texas Investigator

Media Kit

Texas Association of Licensed Investigators, Inc.

PO Box 670344

Dallas, TX 75367-0344

Toll-free - 877-444-TALI (8254)

Toll-free fax - 877-445-TALI (8254)

E-mail - editor@tali.org

www.TheTexasInvestigator.com

Advertising Specifications

All ads must be at least 300 DPI, and formatted for CMYK (4-color) process (even if the ad is black-and-white).

NO EXCEPTIONS!

Files must be formatted to the exact sizes specified below—i.e., do not design a 1/3 page ad on a full 8.5"x11" paper size—check your "page setup" carefully! All files must be submitted in one of the following formats—**NO OTHER FORMATS WILL BE ACCEPTED!**

- ⇒ Adobe PDF
- ⇒ Adobe InDesign (must NOT contain links to other files)
- ⇒ Adobe Illustrator (must flatten file and remove all "links")
- ⇒ Adobe PhotoShop (must flatten file and remove all "links")
- ⇒ TIFF
- ⇒ EPS

Do NOT e-mail artwork files to ads@tali.org or editor@tali.org. Contact editor@tali.org for artwork transmission instructions.

FULL PAGE

Trim Size	8.5"w x 11"h
Live Matter	7.5"w x 9.75"h
Bleed	8.625"w x 11.25"h

2/3 PAGE (2 columns wide — vertical placement only)

Trim Size	5.4444"w x 11"h
Live Matter	4.93"w x 9.7483h
Bleed	5.5694"w x 11.25"h

1/2 PAGE (with bleed — horizontal placement only)

Trim Size	8.5"w x 5.5"h
Live Matter	7.5"w x 4.75"h
Bleed	8.625"w x 5.625"h

1/2 PAGE (within margins — horizontal placement only)

Live Matter	7.5"w x 4.75"h
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1/3 PAGE (1 column wide — vertical placement only)

Live Matter	2.3889"w x 10.026"h
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1/6 PAGE (1 column wide — vertical placement only)

Live Matter	2.3889"w x 5.0"h
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BUSINESS CARD (must be horizontal)

Live Matter	3.5"w x 2"h
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Rate Card and Deadlines

SIZE	1x	4x ¹
Full page	\$ 950	\$ 3,420 ¹
Full page prime**	\$ 1,250 ²	\$ 4,500 ²
Back cover	\$ 1,400	\$ 5,040 ^{1, 2}
1/2 page	\$ 675	\$ 2,430 ¹
1/2 page prime**	\$ 725 ²	\$ 2,610 ^{1, 2}
2/3 page	\$ 850	\$ 3,060 ¹
1/3 page	\$ 545	\$ 1,962 ¹
1/6 page***	\$ 250 ³	\$ 900 ^{1, 2, 3}
Business Card (TALI Members)	\$125	\$ 450 ¹
Business Card (Non-TALI Members)	\$ 250	\$ 900 ¹

¹ Includes a 10% discount — must be **prepaid**.

² Call for availability. Prime space is inside front cover (pp. 2-3), pp. 4-5, and inside back cover.

³ Space is **very** limited. Must call for availability.

Deadline	March	June	September	December
Reserve Ad Space	Feb 15	May 15	Aug 15	Nov 15
Ad Artwork to Editor	Feb 20	May 20	Aug 20	Nov 20
Changes/Corrections	Feb 25	May 25	Aug 25	Nov 25
Mail Date	Mar 10	June 10	Sept 10	Dec 10
Arrival Date	Mar 15-20	June 15-20	Sept 15-20	Dec 15-20

Reserve Ad Space - Advertiser must have submitted a complete Advertising Insertion Order/Contract by this date to guarantee space. First-time advertisers must also include payment.

Ad Artwork to Editor - Editor must receive all artwork and ad copy by this date.

Changes/Corrections - This is the “drop dead” date for any changes or corrections to artwork. **No** changes, alterations, or corrections will be accepted after this date. For on-going insertions, the previously run ad will appear in the next issue if new artwork has not been received by this date.

Mail Date - This is the *approximate anticipated* mailing date.

Arrival Date - This is the *approximate anticipated* date to arrive in readers' hands.



Advertising Insertion Order

Please complete and return this Insertion Order and the Advertising Contract to:

**The Texas Investigator Advertising
Texas Association of Licensed Investigators, Inc.
Post Office Box 670344
Dallas TX 75367-0344**

Advertiser: _____	Ad Agency: _____
Address: _____	Address: _____
City/State/Zip: _____	City/State/Zip: _____
Telephone: _____ Ext: _____	Telephone: _____ Ext: _____
Fax: _____	Fax: _____
E-mail: _____	E-mail: _____
Contact: _____	Contact: _____

Please make one selection in each category.

Ad Size	Insertions	Issue(s) - specify year
<input type="checkbox"/> Full page (random)	<input type="checkbox"/> 1 issue	<input type="checkbox"/> March _____
<input type="checkbox"/> Full page (prime)*	<input type="checkbox"/> 2 issues	<input type="checkbox"/> June _____
<input type="checkbox"/> 1/2 page (random)	<input type="checkbox"/> 3 issues	<input type="checkbox"/> September _____
<input type="checkbox"/> 1/2 page (prime)*	<input type="checkbox"/> 4 issues	<input type="checkbox"/> December _____
<input type="checkbox"/> 2/3 page		
<input type="checkbox"/> 1/3 page		

* You must call for availability of prime space.

Please make one selection in each artwork category.

Artwork	Calculate Charges
<input type="checkbox"/> Client Supplied -or- <input type="checkbox"/> Agency Supplied	Ad Size x # Insertions \$ _____
<input type="checkbox"/> FTP Upload -or- <input type="checkbox"/> CD	Production Charge \$ _____
Need art created: <input type="checkbox"/> Yes <input type="checkbox"/> No	Total \$ _____
Approved budget: \$ _____	
Production Charges \$ _____	

Special Instructions: _____



Advertising Contract

Advertiser: _____
 Print Name: _____ Date: _____
 Signature: _____ Title: _____

Payment will be made by:

Check Credit Card

If paying by credit card, please complete the following:

Card type: MasterCard VISA AMEX Discover Amount Charged—\$ _____

Card Number: _____

Expiration Date: ____/____/____ (month and year — 00/0000) **Security Code:** ____/____/____

Name exactly as it appears on the Card: _____

Billing Address: _____

Billing City/State/Zip: _____

Signature: _____

We MUST have your billing address INCLUDING city/state/zip. You MUST sign this form.

If you fail to include either of these items, we will have to return your Order to you.

TERMS AND CONDITIONS OF THIS APPLICATION

1. The Texas Association of Licensed Investigators d/b/a The Texas Investigator shall be hereinafter referred to as "Publisher". The business named in this Application for Advertisement, hereinafter referred to as "Application" to obtain advertising in magazine owned by Publisher shall be referred to as "Advertiser".
2. This Application will become a contract only when accepted by Publisher, who shall have the right for a period of 30 days of the Application to deny the Application based on credit-worthiness of the Advertiser or guarantor. In the event of denial of the Application, the Advertiser shall receive written notice thereof. In the event the Publisher does not mail written notice of Application's denial within 30 days from the date of this Application, the Application shall be deemed accepted Advertiser hereby grants Publisher authority to access, review and evaluation credit records of the Advertiser and any obligated party hereto for the express purpose of determining Advertiser's credit-worthiness. Advertiser warrants that the tax I.D. number or social security number as shown on this Application is correct, along with the mailing address of the Advertiser. Advertiser agrees to notify Publisher immediately of the change of address of the Advertiser or guarantors hereunder.
3. Advertiser may cancel this Application by written notice to Publisher, placed in the United States mail within three calendar days after Advertiser executes this Application. Notice must be sent to Publisher by certified mail, post-marked within those three days, return receipt requested to Publisher's address, PO Box 670344, Dallas, TX 75367-0344.
4. YOUR SALES REPRESENTATIVE / ACCOUNT EXECUTIVE DOES NOT HAVE AUTHORITY TO ALTER THE TERMS AND CONDITIONS OF THIS APPLICATION. ONLY A CORPORATE OFFICER OF PUBLISHER HAS THE AUTHORITY TO VARY ANY TERMS AND CONDITIONS OF THIS APPLICATION. It is the express agreement of the par-

- ties that all prior discussions, negotiations and agreements are merged herein, completely and fully, and there are no other agreements, written or oral. This agreement incorporates all understandings by and between the parties and there are no other agreements or representations unless stated herein. This agreement cannot be changed, altered or canceled except by written agreement signed by all parties hereto.
5. Advertiser promises to pay all charges as indicated herein at Publisher's office in Dallas, Dallas County, Texas, plus any and all state and local taxes attributable thereto.
6. Publisher reserves the right to extend or reduce by not more than six (6) months the issue date and circulation period of the directory as subscribed.
7. The obligation set forth hereunder by Advertiser does not cease and is not affected by business discontinuation, changes in telephone number or business address or the transfer of business to third parties.
8. Deposits made in connection with this Application are non-refundable or refundable only at the discretion of the Publisher. In the event the Publisher declines to accept this Application, it may retain all or a portion of the deposit to offset Application processing fees but not to exceed 25% of the deposit amount.
9. Advertiser agrees to pay to Publisher interest at the rate of 18% per annum (1.5% per month) on principal amount due if Application is not paid in full at time of Application on installment payments as set forth on the front side of this Application, on or before the required due dates, also shown. Advertiser also agrees to pay \$25.00 for each check or draft returned unpaid. Payments received by Publisher shall be credited first to accrued interest and then to principal. However, nothing herein contained shall be so construed or operate as to require advertiser to pay interest at a rate greater than allowed by the laws of the State of Texas, and if any

Advertising Insertion Order and Contract

provisions herein contained do or would, presently or prospectively, operate to make this agreement or any part thereof void, voidable or ineffective, then such provisions only shall be held for naught and as though not herein contained and shall be without effect upon or prejudice to the remaining provisions, which shall nevertheless remain operative. Any amounts collected herein in excess of that permitted by law shall be subject only to reduction to the highest amount allowed under the usury laws of the State of Texas as now or hereafter construed by courts having jurisdiction and any excess shall be applied to any balance owing Publisher or refunded if the debt has been paid in full.

10. If Advertiser defaults in any term or condition of this agreement, including, but not limited to, payments of all amounts as set forth herein when due. Publisher may, at its option, declare all charges under the Application, due and payable without notice of acceleration (less unearned interest.) In the event of default, Advertiser agrees to pay reasonable attorney's fees, court costs and service fees, and other reasonable expenses incurred as permitted by law in the collection of said account. Advertiser further waives, upon default, demand, presentment, notice of intent to accelerate, notice of right to cure default and, as stated above, notice of acceleration.

11. "THE INDIVIDUAL SIGNING THIS APPLICATION AGREES THAT THEY ARE INDIVIDUALLY GUARANTEEING THIS APPLICATION AND INCURRING INDIVIDUAL LIABILITY NOTWITHSTANDING THAT THE ADVERTISER MAY BE INCORPORATED OR A LIMITED LIABILITY COMPANY OR PARTNERSHIP AND, AS SUCH, IS OBLIGATING THE ENTITY AND THE SIGNING PARTY TO FULL JOINT AND SEVERAL LIABILITY HEREUNDER. THE ACCEPTANCE OF THIS APPLICATION BY PUBLISHER SHALL BE BASED ON UPON THE CREDIT-WORTHINESS OF THE INDIVIDUAL SIGNING THIS AGREEMENT, AS WELL AS THE OBLIGATED ENTITY, UNLESS THE INDIVIDUAL IS EXPRESSLY WAIVED IN WRITING AND SIGNED BY PUBLISHER. THE INDIVIDUAL SIGNING TO BIND A CORPORATION SPECIFICALLY AGREES THAT THEY ARE PROPERLY AUTHORIZED TO SIGN ON BEHALF AND TO BIND SAID CORPORATION OR ORGANIZATION.

12. Any special artwork, illustrations, logos and photographs are to be furnished by the Advertiser or billed separately by the Publisher in the development of advertising proofs and final advertising printed. Advertising prepared in connection with the Application is exclusively the property of Publisher, who asserts copyright privileges herein.

13. If a proof is furnished to an Advertiser and said proof is not returned by Advertiser within ten business days, it is deemed to have been approved by the Advertiser. It is further understood and agreed that any advertising copy furnished by Advertiser must be acceptable to Publisher, that Publisher reserves the right at all times to reject any advertising which it deems objectionable at its sole discretion. It is further understood and agreed that any advertising copy furnished by the Advertiser must be acceptable to the Publisher. The Advertiser may submit his/her own camera ready copy (subject to Publisher's approval as set forth herein), or the Publisher will provide one proof copy and the Advertiser may make one revision. Subsequent revisions may be approved at the sole discretion of Publisher with consideration to printing deadlines.

14. THE POSITIONING AND PLACEMENT OF ALL ADVERTISING IS AT THE SOLE DISCRETION OF PUBLISHER. Specific page positions cannot be guaranteed by sales representatives/account executives. Publisher reserves the right to change position allocation, classification headings, or other items covered in this Application in order to maintain standardization of magazine classifications or to format to suit the best interest of the publisher.

15. Advertiser warrants firm name, address and telephone numbers are properly reflected on the face of this Application. Advertiser shall inform Publisher, in writing, of any change of firm name, address or telephone numbers no later than 60 days prior to the publication date of the directory.

16. LIQUIDATED DAMAGES. The Advertiser agrees Publisher shall not in any event be liable for any error or omission in the directory beyond the amount paid for the advertising. In no event shall Publisher be responsible for consequential damages, and PUBLISHER GRANTS NO EXPRESS OR IMPLIED WARRANTIES that are not contained herein. Advertiser agrees that the following shall constitute, as liquidated damages, a rebate as a percentage of the amount paid by Advertiser for the following specific publishing related errors:

- A. Wrong main telephone number.....100%
- B. Wrong alternate call number.....15%
- C. Wrong address.....50%
- D. Omitted color.....15%
- E. Incorrect spelling.....15%
- F. Incorrect spelling of business name.....up to 15%

Advertiser agrees that it has "proofed" the advertising prior to final publication, and Advertiser agrees that it is responsible for the review of that proof if Advertiser has any concerns about errors in the advertising. Failure of the Advertiser to expressly request a proof in writing to the Publisher shall waive claim for any subsequent errors in the advertisement. If the advertiser seeks a Publisher proof, he must submit a check for \$100.00.

17. Advertiser warrants and certifies that it has proper authorization to engage in the business or profession described in the classification and that it has not infringed on any other parties' rights pertaining to the advertisement or the business engaged. Advertiser agrees to indemnify Publisher for any loss or cost in connection with assertions by third parties of violation of trademark, copyright or business infringement including reimbursement of all attorney's fees paid by the Publisher as a result of said claim, whether the claim is upheld or denied.

18. Advertiser agrees to assume sole responsibility for the protection of its proprietary interest in any writing or illustration in its advertisement, and hereby authorizes Publisher to permit any other person or Publisher to copy or reproduce the advertisement appearing in the directory.

19. In the event any part of this Application is determined by a court of competent jurisdiction to be void, then and in that event said void part of this Application shall be considered to be severable from the remaining provisions of this Application and the remaining provisions shall remain in full force and effect.

20. Any notice to be given to Advertiser shall be given to the Advertiser at the address herein shown or at such address as Publisher is advised of in writing by Advertiser.

21. This agreement and the transaction(s) hereunder shall be governed by the laws of the State of Texas and shall be binding on and inure to the benefit of Publisher and Advertiser and upon their respective heirs, personal representatives, successors and assigns.

22. This agreement shall be deemed to have been made, executed, and is performable at the Publisher's office in Dallas, Dallas County, Texas. Advertiser expressly agrees that all actions and proceedings to this agreement may be brought in Dallas County, Texas where Advertiser expressly grants proper venue or in Tarrant County, Texas.

PUBLISHER IS NOT ASSOCIATED WITH ANY TELEPHONE COMPANY PUBLICATION.