

ACA News Link

Collector Magazine

ACA Online



ACATM

INTERNATIONAL

The Association of Credit
and Collection Professionals

2012 Advertising Media Kit

E-Newsletter Advertising

ACA News Link

ACA News Link is a weekly e-newsletter distributed every Tuesday. The publication features news, compliance updates and ACA International association highlights of interest to credit and collection professionals. Advertisers can reach more than 16,000 *ACA News Link* subscribers. *ACA News Link* advertising is limited, so reserve early!

Advertising Rates (per week rate)

Duration	ACA Member	Nonmember
1 week	\$1,250	\$2,500
3 weeks	\$1,060	\$2,120
6 weeks	\$900	\$1,800
12 weeks	\$770	\$1,540

Ad Size

180 pixels wide by 150 pixels high.

File Format

Nontransparent static JPEG, static GIF or animated GIF. Please note that some versions of Outlook do not support viewing animated GIFs.

File Size

40 kb maximum.

File Submission

The ad file must be e-mailed to comm@acainternational.org at least one week prior to the distribution date. If advertisers have reserved space but do not submit a graphic file at least one week in advance, they will be charged for the ad space. No "makegood" ads will be provided.

Policies

Advertisers who are not members of ACA International must submit payment in full before any ads will run. Advertisers who are ACA International members will be invoiced by ACA International Enterprises, and must pay the invoice balance in full within 30 days of receipt of invoice.

ACA reserves the right to reject ads for any reason, including content inconsistent with the association's public relations initiatives and strategic plan.



ACA Online Advertising

<http://www.acainternational.org>

Gain exposure to more credit and collection professionals through ACA Online advertising. With ads averaging more than 60,000 impressions per month, ACA Online gives advertisers a dependable way to increase their visibility. Linked ads rotate throughout the majority of pages on the website—both ACA-member-only and public areas.

Rotating Advertising Rates

Duration	ACA Member	Nonmember
1 month	\$300	\$600
3 months	\$600	\$1,200
6 months	\$1,000	\$2,000
1 year	\$1,800	\$3,600

Increased Exposure

Rotating ads run throughout the Web site and do not necessarily appear in a set order. These ads receive virtually equal exposure unless an advertiser chooses to purchase additional ad slots, which will result in increased impressions. Advertisers may double their ad impressions by choosing the “2x exposure” option, triple their ad impressions by choosing the “3x exposure” option, etc.

ACA Online’s Average Monthly Traffic

Unique Visitors	21,486
Visits	39,578
Advertiser Impressions	60,285

Specifications

All rotating online ads submitted for ACA Online must abide by the following requirements. Text ads will include company name, up to 12 words describing the advertiser’s products/services, and the advertiser’s URL. Graphic ads must be a 180 x 150 pixel GIF or JPEG with a file size no greater than 40 kb. E-mail the graphic file to comm@acainternational.org.

Policies

ACA International may change ad size, format and/or placement on ACA Online at any time. If this occurs, advertisers will be given a 60-day notice to allow for submission of new ad files or cancellation.

Advertisers who are not members of ACA International must submit payment in full before any ads will run. Advertisers who are ACA International members will be invoiced by ACA International Enterprises, but must pay the invoice balance in full within 30 days of receipt of invoice.

ACA reserves the right to reject ads for any reason, including content inconsistent with the association’s public relations initiatives and strategic plan.



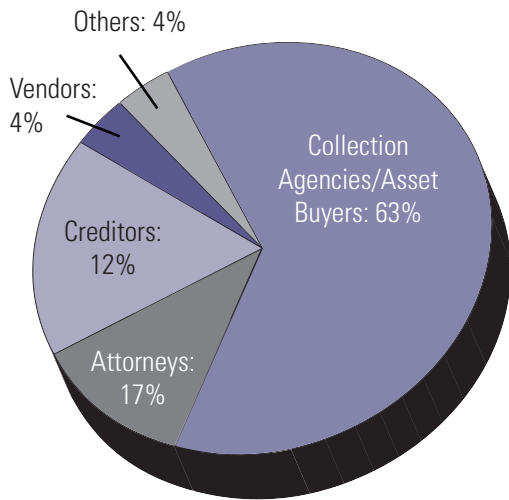
Collector Magazine

Readership

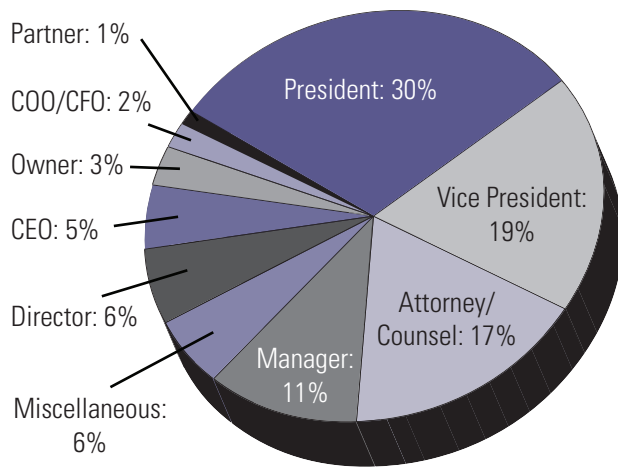
Who reads *Collector*?

5,200 – 6,300 printed copies/month + digital version (average of 1,429 unique visitors/issue).

Print Readership by Company Type



Print Readership by Job Title



Collector Advertising Gets Results

- More than 60 percent of readers have taken some action as a result of seeing an ad in *Collector* in the past year. Actions include visiting an advertiser website (38 percent), discussing an ad with others (36 percent), passing an ad along to others (27 percent), and contacting an advertiser, dealer, supplier or representative (22 percent).
- The majority of readers (57 percent) share their copy of *Collector* with at least two additional people, and 35 percent share with at least three others.
- Eighty-eight percent of readers look through or read at least three of every four issues, with 72 percent reading or looking through every issue.

May 2010 Readex Research *Collector* Readership Survey

Collector Magazine

2012 Editorial Calendar

For more than 70 years, *Collector* magazine has been the voice of ACA International, the Association of Credit and Collection Professionals. Credit and collection executives have come to depend on *Collector* for news and information on everything from legislation and compliance to technology and association initiatives. *Collector* offers a variety of advertising options to put your product or service in front of key decision makers. Plus, *Collector* advertising revenue helps support ACA International's programs, services and initiatives, benefiting and helping to sustain the credit and collection industry.

January Selling Your Agency

Space: Dec. 1, 2011 **Materials:** Dec. 9, 2011

February Asset Buying

Space: Jan. 2, 2012 **Materials:** Jan. 10, 2012

March Government Affairs

Space: Feb. 1, 2012 **Materials:** Feb. 10, 2012

BONUS
DISTRIBUTION!

Spring Forum & Expo
March 21-23, 2012, Las Vegas

April ACA Convention Preview

Space: March 1, 2012 **Materials:** March 9, 2012

May Public Relations and Marketing

Space: April 2, 2012 **Materials:** April 10, 2012

June Risk Management

Space: May 1, 2012 **Materials:** May 10, 2012

July Legal Compliance

Space: June 1, 2012 **Materials:** June 11, 2012

BONUS
DISTRIBUTION!

ACA International's 73rd Annual
Convention & Exposition
July 18-20, 2012, Hollywood, Fla.

August Health Care Collections

Space: July 2, 2012 **Materials:** July 10, 2012

September ACA Convention Wrap-up

Space: Aug. 1, 2012 **Materials:** Aug. 10, 2012

October Hiring, Training and Retaining

Space: Sept. 3, 2012 **Materials:** Sept. 10, 2012

November International Collections

Space: Oct. 1, 2012 **Materials:** Oct. 10, 2012

BONUS
DISTRIBUTION!

Fall Forum
Nov. 7-9, 2012, Chicago

December Technology and Trends

Space: Nov. 1, 2012 **Materials:** Nov. 9, 2012

Topics subject to change without notice.

Collector Magazine

Recent Advertisers

ABC Incorporated
Absolute Resolutions Corp.
Accelerated Data Systems
Agility Recovery Solutions
Autoscribe
Bush & Ramirez LLC
Castel Inc.
CDS Software
Check Assist
ClientAccessWeb.com
Collection Solutions Software Inc.
Columbia Ultimate
Comtech Systems Inc.
Comtronic Systems
Cornerstone Support Inc.
DAKCS Software Systems
Dantom Systems Inc.
DebtResolve
DebtNet/The Computer Manager Inc.
Delvepoint
Emprise Technologies
Fineman Krekstein & Harris PC
Firstsource Solutions USA
Fourscore Resource Capital LLC
Global Connect
Hubbard Systems
Information Access Technology
InsideARM
Interior Concepts
International Association of Commercial Collectors
Latitude Software
LexisNexis
MasterFiles Inc.
Merlin Information Services
Microbilt
Nationwide Communications
North Dallas Office Furniture
Ontario Systems
PSC Info Group
Regal Technologies
RevSource Solutions
Tech Lock Incorporated
Voice Broadcasting

Collector Magazine

Digital Edition Ad Options

Collector magazine is available in a digital edition at <http://www.digital-collector.com>. Benefits to readers include: all the features of Collector's print edition; faster delivery; fully searchable; interactive table of contents; links to advertiser websites; viewable in any Web browser with no additional software needed; and download option to view even when not online.

Advertisers can increase their reach and visibility with multimedia and interactive ads.

Blow-in/Bind-in/Tip-on Ads (\$1,000 per ad)

Digital blow-ins (also called bind-ins or tip-ons) are "overlay" images that appear on top of a page. When clicked, the ad links directly to the advertiser's website. All elements can be "animated" using image files or Flash. The reader can close these elements by clicking on the upper right-hand corner; they are not "pop-ups" and cannot be blocked by browsers. Ad can appear over advertiser's print ad or an editorial page. Editorial positions are limited to three per issue.

Dimensions: 400 x 300 pixels • Maximum file size: 50 kb

Belly Bands (\$1,200 per ad)

Belly bands are the same as blow-in ads, except they appear over the cover of the digital magazine. Limited to one ad per issue.

Dimensions: 400 x 154 pixels • Maximum file size: 100 kb

Multimedia: Audio, Video, Flash Files (Contact for pricing)

Multimedia such as audio, video and Flash files can be integrated into blow-in and belly band ads or embedded into the digital version of your existing print ad. Multimedia content plays automatically or upon demand.

Dimensions: 320 x 240 pixels or 400 x 300 pixels • Maximum file size: 100 MB

Deep Links (\$250 per link)

Link graphics or logos within your ad to specific landing pages within your Web site.

File Submission

Digital files may be submitted to our FTP site.

Ad uploads: <http://dropbox.yousendit.com/ACAInternational103125115>

Policies

ACA International may add the word "Advertisement" to any ad resembling editorial content.

Advertisers who are not members of ACA International must submit payment in full by the designated materials deadline prior to publication of any ads. Advertisers who are ACA International members will be invoiced by ACA International Enterprises, but must pay the invoice balance in full within 30 days of receipt of invoice.

ACA reserves the right to reject ads for any reason, including content inconsistent with the association's public relations initiatives and strategic plan.



Collector Magazine

Display Ad Rates and Guidelines

2012 Gross Color Display Advertising Rates

	1x	3x	6x	9x	12x	18x	24x
2-page spread	\$4,275	4,190	4,100	4,015	3,940	3,820	3,780
Full page	\$3,010	2,950	2,900	2,855	2,795	2,745	2,695
2/3 page (vertical)	\$2,440	2,395	2,365	2,315	2,280	2,250	2,210
1/2 page (horizontal)	\$2,130	2,090	2,060	2,025	1,995	1,965	1,930
1/3 page (vertical)	\$1,825	1,790	1,770	1,750	1,725	1,705	1,685
1/3 page (square)	\$1,825	1,790	1,770	1,750	1,725	1,705	1,685
Marketplace	\$1,200	1,200	1,140	1,140	1,115	1,115	1,090

Black and White Ads

For black and white ads, subtract \$750 from the appropriate rate.

Premium Space

Add 30% for cover space or two-page center spread. Sold on a 12-month basis only. Guaranteed page placement in other parts of *Collector* may also be available. Contact *Collector* advertising representative with specific requests to receive custom rates.

Business Reply Cards, Inserts, Gatefolds, etc.

ACA International offers premium advertising opportunities that will help your messages stand out and get the attention you desire. Contact your *Collector* advertising representative with specific requests to receive rates.

ACA Member Discounts

ACA Affiliate/Vendor Members: 5%
 ACA Attorney, Agency, Asset Buyer and Creditor Members: 20%

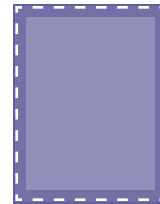
Advertising Agency Commission

Approved third-party ad agencies may deduct 15%. All contacts and billing must go through the ad agency to qualify.

Ad Sizes

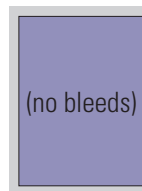
Space	Width and Height (in inches)
2-page spread w/ bleeds	17.5 x 11.5
Full page with bleeds	9 x 11.5
• Trim size is 8.5 x 11	
• Live area is 7.5 x 10	
Full page no bleeds	7.25 x 9.75
2/3 page (vertical)	4.75 x 9.75
1/2 page (horizontal)	7.25 x 5
1/3 page (vertical)	2.25 x 9.75
1/3 page (square)	4.75 x 4.75
Marketplace	3.25 x 4

Full Page
(with bleeds)



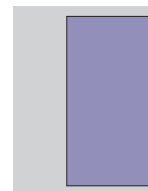
Dotted line indicates edge of 8.5" x 11" trim area. Art must extend 1/4" beyond this trim area on all sides to ensure proper printing. Keep text at least 1/2" inside of the trim area on all sides.

Full Page

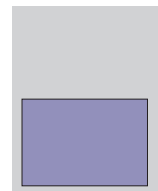


(no bleeds)

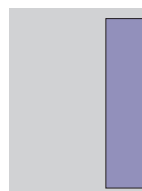
2/3 Vertical



1/2 Horizontal



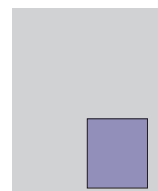
1/3 Vertical



1/3 square



Marketplace



Material Requirements

Display ads should be provided electronically in a high-resolution (300 dpi), graphic design file format (PDF, EPS, TIFF, Photoshop, Illustrator, QuarkXpress, InDesign). Mac platform is preferred. Please include all necessary fonts and graphics. Microsoft Word and Publisher files will not be accepted.

Image files must be submitted as SWOP (CMYK or grayscale) TIFF or EPS files. RGB files will not be accepted. All layout and art files should be converted to CMYK mode. PMS inks are not used.

File Submission

Digital files may be submitted to our upload site.

Ad uploads: <http://dropbox.yousendit.com/ACAInternational103125115>

A digital color proof, color laser proof or four-color film proof printed at 100 percent may be included if color accuracy is critical. Ads submitted without proofs will be accepted at the advertiser's risk. Accurate color reproduction cannot be ensured without submission of a high-quality, four-color proof. Proofs may be sent to Tim Dressen, ACA International, 4040 W. 70th St., Minneapolis, MN 55435.

Policies

ACA International may add the word "Advertisement" to any ad resembling editorial content.

Advertisers who are not members of ACA International must submit payment in full by the designated space reservation deadline prior to publication of any ads. Advertisers who are ACA International members will be invoiced by ACA International Enterprises, but must pay the invoice balance in full within 30 days of receipt of invoice.

ACA reserves the right to reject ads for any reason, including content inconsistent with the association's public relations initiatives and strategic plan.

Collector Magazine

Classified Advertising

Collector classified advertising offers an inexpensive venue for advertisers buying or selling agencies, seeking employees or promoting their services. Classified ads appear in both the printed and digital editions of *Collector*.

2012 Collector Classified Ad Rates

The standard rate for a classified ad is \$150 per 65 words. Ads exceeding 65 words fall into the next price range. ACA International members receive a 50 percent discount on all classified ads. Formatting on all classified ads is done by the *Collector* staff based on a standard style. Requests for custom bolding, italicizing, underlining and other formatting will not be accepted. Bulleted text is available only in boxed ads.

Boxed Ads

The rate for a boxed ad is the standard text-only rate above, plus an additional 30 percent.

Logos

Classified advertisers may submit a black and white logo—to include in boxed ads only—at a rate of \$25 per insertion. Logos may be submitted in a PDF, EPS, TIFF or JPEG format at 300 DPI or higher resolution by e-mail to rosso@acainternational.org.

Blind Box

Advertisers wishing to remain anonymous when advertising in the classified section can use our Blind Box service. For a \$20 monthly fee, we will assign your ad a Blind Box number to which respondents will send their inquiries, in care of *Collector* magazine. We will then forward all responses, marked "Personal and Confidential," to you.

Policies

Only ACA members may advertise collection services.

Classified advertisers must submit payment in full by the designated space reservation deadline prior to publication of any ads.

ACA reserves the right to reject ads for any reason, including content inconsistent with the association's public relations initiatives and strategic plan.

The image shows a sample page of classified advertising from Collector magazine. The page is titled "classified advertising" in a blue header. It contains several sections of text, including:

- MEMBERS WANTED:** A listing for "CALLEDY CHUBBERG" seeking individuals for "BUSINESS TRANSACTIONS" and "BUSINESS DEVELOPMENT".
- AGENCY FINANCE:** A listing for "M" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- EMPLOYMENT OPPORTUNITIES:** A listing for "LTD" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- POSITIONS AVAILABLE:** A listing for "LTD" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- COMPUTER EQUIPMENT:** A listing for "M" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- PROVEN LEADERSHIP:** A listing for "M" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- FINANCIAL SERVICES:** A listing for "M" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- APPROVE OR REJECT:** A listing for "M" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- HOW TO CONTACT US:** A listing for "M" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".
- THINK YOU CAN'T FIND IT?** A listing for "M" seeking individuals for "BUSINESS DEVELOPMENT" and "BUSINESS FINANCE".

At the bottom right of the page, there is a section titled "Classified Ad Deadlines:" with the following information:

- November 2011, Sept. 30
- December 2011, Nov. 1
- Contact Area Press at (800) 855-8222, ext. 375, or e-mail: advertising@collector.org or visit: <http://www.acainternational.org/advertising>

At the bottom of the page, it says "September 2011 Collector 149".

Contact Information

Collector Display Ad, Collector Digital Edition Ad, ACA News Link Ad and ACA Online Ad Sales

Mohanna Sales Representatives

(972) 596-8777

(972) 985-8069 (fax)

info@mohanna.com

<http://www.acainternational.org/advertising>

Collector Display Ad and ACA News Link Materials

Ad uploads: <http://dropbox.yousendit.com/ACAInternational103125115>

Tim Dressen

ACA International

4040 West 70th St.

Minneapolis, MN 55435

(952) 928-8000, ext. 709

Collector Classified Advertising Sales and Materials

Anne Rosso

(952) 928-8000, ext. 705

(952) 926-1624 (fax)

rosso@acainternational.org

Other ACA Visibility Opportunities

Exhibitions and Sponsorships

Mary Thao

(952) 928-8000, ext. 119

thao@acainternational.org

ACA Online Membership Directory Listing Enhancements and Mailing Lists

Tim Dressen

(952) 928-8000, ext. 709

dressen@acainternational.org

COLLECTOR

2012 DISPLAY ADVERTISING ORDER FORM

Date _____

Advertiser name _____

Advertising agency _____

Address _____

Address _____

City, State, ZIP _____

City, State, ZIP _____

Telephone number _____

Telephone number _____

E-mail address _____

E-mail address _____

Contact _____

Contact _____

ACA International member account number _____

(Nonmembers must provide advance payment.)

Run my ad in the following months' issues of *Collector*: _____

CANCELLATION POLICY: If you wish to cancel your ad prior to the end of the specified ad run, you must submit a written cancellation notice prior to the published space reservation date (see *Collector* media kit). Cancellations submitted after this date will take effect the following month, and you will be charged as scheduled.

FIGURING YOUR AD RATE

Select the ad size and frequency you have chosen.

Space	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x	<input type="checkbox"/> 9x	<input type="checkbox"/> 12x	<input type="checkbox"/> 18x	<input type="checkbox"/> 24x
<input type="checkbox"/> 2-page spread	\$4,275	4,190	4,100	4,015	3,940	3,820	3,780
<input type="checkbox"/> Full page	\$3,010	2,950	2,900	2,855	2,795	2,745	2,695
<input type="checkbox"/> 2/3 page (vertical)	\$2,440	2,395	2,365	2,315	2,280	2,250	2,210
<input type="checkbox"/> 1/2 page (horizontal)	\$2,130	2,090	2,060	2,025	1,995	1,965	1,930
<input type="checkbox"/> 1/3 page (vertical)	\$1,825	1,790	1,770	1,750	1,725	1,705	1,685
<input type="checkbox"/> 1/3 page (square)	\$1,825	1,790	1,770	1,750	1,725	1,705	1,685
<input type="checkbox"/> Marketplace	\$1,200	1,200	1,140	1,140	1,115	1,115	1,090

Ad cost: \$ _____

- Premium space (cover/center spread), add 30 percent.
(Premium space is limited. Speak to ad sales rep before choosing this option.)

Base Cost Total: \$ _____

DISCOUNTS

- This ad is black and white and, thus, eligible for a \$750 discount.
- I am an ACA agency, asset buyer, attorney or creditor member and am eligible for a 20 percent discount.
- I am an ACA vendor/affiliate member eligible for a 5 percent discount.
- Advertising Agency Discount*:

I am an advertising agency eligible for a 15 percent discount.

* In order to obtain the advertising agency discount, *Collector* magazine must work only with the agency in all correspondence regarding the ad.

Total Discounts: -\$ _____

THE TOTAL MONTHLY

COST FOR THIS AD IS: \$ _____

(To figure Total Cost, subtract discounts from Base Cost. Make checks payable to ACA International Enterprises. Visa, MasterCard and AmEx are accepted.)

I understand that if I am not a member of ACA International (ACA), I must submit payment in full before any ads will be run. I understand that, if I am an ACA member, I will be invoiced by ACA International Enterprises and will be expected to pay within 30 days upon receipt of invoice. I understand that if ACA does not receive my payment within that time, future ads will not be run until ACA receives payment.

Please submit a copy of this form to ACA prior to the space reservation deadline for the issue in which you wish to run your ad. Specific page placement is not guaranteed (with the exception of paid "preferred" placement, such as covers and center spread). ACA reserves the right to refuse any ad.

Signature _____

Date _____

If you have any questions, please contact Mohanna & Associates at (972) 596-8777.
305 W. Spring Creek Pkwy., Bldg. C, Suite 101, Plano, TX 75023 ; Fax (972) 985-8069, info@mohanna.com

THIS FORM MUST BE SUBMITTED BEFORE ANY ADS WILL APPEAR IN COLLECTOR MAGAZINE.

COLLECTOR

2012 DIGITAL EDITION ADVERTISING ORDER FORM

Date _____

Advertiser name _____

Advertising agency _____

Address _____

Address _____

City, State, ZIP _____

City, State, ZIP _____

Telephone number _____

Telephone number _____

E-mail address _____

Contact _____

Contact _____

ACA International member account number _____

(Nonmembers must provide advance payment.)

Run my ad in the following months' digital editions of *Collector*: _____

CANCELLATION POLICY: If you wish to cancel your ad prior to the end of the specified ad run, you must submit a written cancellation notice prior to the published space reservation date (see *Collector* media kit). Cancellations submitted after this date will take effect the following month, and you will be charged as scheduled.

AD OPTIONS

- Blow-in/Bind-in \$1,000 per ad
- Belly Band \$1,200 per ad
- Deep Link \$250 per link

NOTES

Please include specific information regarding desired page placement, multimedia inclusion, etc. See media kit for ad specifications.

DISCOUNTS:

- I am an ACA International member eligible for a 5 percent discount.

Ad cost: \$ _____

I understand that if I am not a member of ACA International (ACA), I must submit payment in full before any ads will be run. I understand that, if I am an ACA member, I will be invoiced by ACA International Enterprises and will be expected to pay within 30 days upon receipt of invoice. I understand that if ACA does not receive my payment within that time, future ads will not be run until ACA receives payment.

Please submit a copy of this form to ACA prior to the space reservation deadline for the issue in which you wish to run your ad. ACA reserves the right to refuse any ad.

Signature _____

Date _____

**If you have any questions, please contact Mohanna & Associates at (972) 596-8777.
305 W. Spring Creek Pkwy., Bldg. C, Suite 101, Plano, TX 75023 ; Fax (972) 985-8069, info@mohanna.com**

THIS FORM MUST BE SUBMITTED BEFORE ANY ADS WILL APPEAR.



2012 ACA NEWS LINK ADVERTISING ORDER FORM

Date _____

Advertiser name _____

Contact _____

Address _____

E-mail address _____

City, State, ZIP _____

Product _____

Telephone number _____

ACA International member number _____

(Nonmembers must provide advance payment.)

Web address where banner ad link should be directed _____

DURATION OF ADVERTISING

Advertiser's banner ad to appear in the *ACA News Link* electronic newsletter e-mail distributed on the following dates (distribution occurs each Tuesday):

BANNER ADVERTISING RATES

Please circle the applicable weekly rate, based on the number of issues in which you would like your ad to appear in ACA News Link.

	Members	Nonmembers
1 week	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$2,500
3 weeks	<input type="checkbox"/> \$1,060	<input type="checkbox"/> \$2,120
6 weeks	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,800
12 weeks	<input type="checkbox"/> \$770	<input type="checkbox"/> \$1,540

Ad cost: \$ _____

Terms: This Order Form constitutes the entire agreement between the parties with respect to the subject matter hereof and supercedes all previous communications, representations, understandings and agreements, either oral or written, between the Advertiser and ACA International or their official representatives. If for any reason the Advertiser cancels its ad prior to the ordered ad duration, no refund will be granted.

AD SPECIFICATIONS

All online ads submitted for *ACA News Link* must abide by the following requirements. Ads must be submitted as GIF or JPG graphics measuring 180 pixels wide by 150 pixels high. Ads may be animated, but the maximum file size accepted is 40 kb. The ad file must be e-mailed to comm@acainternational.org at least one week prior to the distribution date. If advertisers have reserved space but do not submit a graphic file at least one week in advance, they will be charged for the ad space. No "makegood" ads will be provided.

I understand that if I am not a member of ACA International (ACA), I must submit payment in full before any ads will be run. I understand that, if I am an ACA member, I will be invoiced by ACA International Enterprises and will be expected to pay within 30 days upon receipt of invoice. I understand that if ACA does not receive my payment within that time, future ads will not be run until ACA receives payment. ACA reserves the right to refuse any ad.

Signature _____

Date _____

**If you have any questions, please contact Mohanna & Associates at (972) 596-8777.
305 W. Spring Creek Pkwy., Bldg. C, Suite 101, Plano, TX 75023 ; Fax (972) 985-8069, info@mohanna.com**

THIS ORDER FORM MUST BE SUBMITTED BEFORE ANY ADS WILL APPEAR ON ACA ONLINE.



2012 ACA ONLINE ADVERTISING ORDER FORM

Date _____

Advertiser name _____

Contact _____

Address _____

E-mail address _____

City, State, ZIP _____

Telephone number _____

ACA International member number _____

(Nonmembers must provide advance payment.)

Web address where Web ad link should be directed _____

DURATION OF ADVERTISING

Advertiser's online ad to commence running on ACA Online on _____, 2012, and will run for _____ month(s).

ONLINE ROTATING AD RATES

Please select the applicable rate, based on the length of time you would like your ad to appear on ACA Online.

	Members	Nonmembers
1 month	<input type="checkbox"/> \$300	<input type="checkbox"/> \$600
3 months	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,200
6 months	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000
1 year	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$3,600

Increased Exposure

- 2x exposure (multiply ad cost by two)
- 3x exposure (multiply ad cost by three)
- 4x exposure (multiply ad cost by four)
- 5x exposure (multiply ad cost by five)

Ad cost: \$ _____

Ad Style (Choose one)

- Graphic Ad
- Text Ad

AD SPECIFICATIONS

All online ads submitted for ACA Online must abide by the following requirements. Text ads will include company name, up to 12 words describing the advertiser's products/services, and the advertiser's URL. Graphic ads must be a 180 x 150 pixel GIF or JPEG with a file size no greater than 40 kb. E-mail graphic file to comm@acainternational.org. ACA International may change ad size requirements and placement on ACA Online at any time. If this occurs, advertisers will be given notice at least 60 days in advance to allow for submission of new ad files.

Terms: This Order Form constitutes the entire agreement between the parties with respect to the subject matter hereof and supercedes all previous communications, representations, understandings and agreements, either oral or written, between the Advertiser and ACA International or their official representatives. If for any reason the Advertiser cancels its online ad prior to the ordered ad duration, no refund will be granted.

AD TEXT (Up to 12 words)

I understand that if I am not a member of ACA International (ACA), I must submit payment in full before any ads will be run. I understand that, if I am an ACA member, I will be invoiced by ACA International Enterprises and will be expected to pay within 30 days upon receipt of invoice. I understand that if ACA does not receive my payment within that time, future ads will not be run until ACA receives payment. ACA reserves the right to refuse any ad.

Signature _____

Date _____

**If you have any questions, please contact Mohanna & Associates at (972) 596-8777.
 305 W. Spring Creek Pkwy., Bldg. C, Suite 101, Plano, TX 75023 ; Fax (972) 985-8069, info@mohanna.com**

THIS ORDER FORM MUST BE SUBMITTED BEFORE ANY ADS WILL APPEAR ON ACA ONLINE.

COLLECTOR

2012 CLASSIFIED ADVERTISING ORDER FORM

Date _____
Advertiser name _____
Contact _____
Address _____
City, State, ZIP _____
Telephone number _____
Fax number _____
E-mail address _____
ACA International member number _____

CHECK THE SECTION IN WHICH THIS AD SHOULD APPEAR:

- Agencies Wanted
- Agencies For Sale
- Business Services
- Computer Equipment
- Positions Available
- Property For Sale

Please run my ad in the _____ issue(s) of Collector.

CANCELLATION POLICY: If you wish to cancel your ad prior to the end of the specified ad run, you must submit a written cancellation notice prior to the published space reservation date (see the *Collector* media kit). Cancellations submitted after this date will take effect the following month, and the ad will be invoiced as scheduled.

FIGURING BASE COST

Word Count	Nonmember Rate	Member Rate
65 words or less	<input type="checkbox"/> \$150	<input type="checkbox"/> \$75
66-130 words	<input type="checkbox"/> \$300	<input type="checkbox"/> \$150
131-195 words	<input type="checkbox"/> \$450	<input type="checkbox"/> \$225

Select the appropriate rate for your ad. That is your base cost. (Member rate is available only to ACA International members.)

Base cost: \$ _____

ADDITIONAL OPTIONS

- Boxed ad.
Add 30% to base cost.
- Include logo with ad. (Boxed ads only.) Add \$25.
(E-mail 300 DPI resolution EPS, TIFF or JPEG format logo to rosso@acainternational.org.)
- Blind box service. Add \$20.

THE TOTAL MONTHLY

COST FOR THIS AD IS \$ _____

WRITE OR TYPE THE TEXT OF YOUR AD IN THE SPACE BELOW OR ON AN ATTACHED PAGE.

I understand that I must submit payment in full before any ads will be run. Submit this form to ACA International (ACA) prior to the classified ad deadline for the month you wish to run your advertisement. Only ACA members may advertise their collection services. ACA reserves the right to reject any advertisement.

Signature _____

Date _____

- Check enclosed.
- Visa MasterCard American Express

Card Number _____

Expiration Date _____

Name on Card _____

Credit Card Signature _____

**If you have any questions, please contact Anne Rosso at (952) 926-6547.
ACA International, 4040 West 70th St., Minneapolis, MN 55435 Fax (952) 926-1624**

THIS FORM MUST BE SUBMITTED BEFORE ANY ADS WILL APPEAR IN COLLECTOR MAGAZINE.