

RISK JOURNAL Advertising Guide

FOR 2016

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Azerbaijan Accountants and Risk Professionals
Association

WHY ADVERTISE WITH US?

FREQUENCY

Quarterly

DAYS PUBLISHED

15th March

15th June

15th September

15th December

CIRCULATION

2,000-3,000

AUDIENCE

over 20,000

► SOME OF **BENEFITS**

TARGETED AND GUARANTEED AUDIENCE

- RISK JOURNAL reaches high caliber industry professionals with disposable income to buy advertised brands. This also offers the ability to connect with a loyal, desirable and engaged audience.

KEY TO REACHING DECISION MAKERS

- Our readers are mostly country's influential leaders and foremost decision makers, and are involved in almost every facet of business environment.

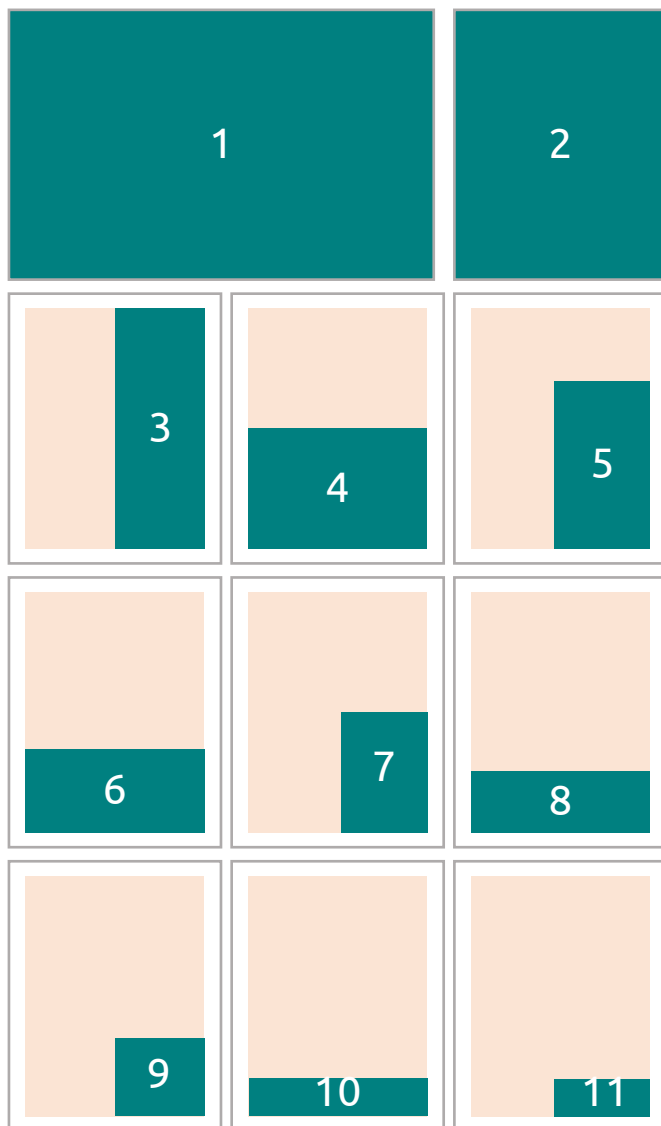
REASONABLE PRICE AND LONG LIFESPAN

- Our ads provide value-for-money with reasonable rates and relatively long ad life. They are often kept for months and therefore giving it the benefit to be looked upon again and again. So the message keeps selling.

DESIGN AND PRINT QUALITY

- Our designers produce memorable ad designs which is printed with latest technology giving high quality, full color, glossy results.

SPECS & RATES



#	Size description		Rates per # of issues (AZN)			
	Name	Height x Width	1x	2x	3x	4x
1	Double page	29.7 cm x 42.0 cm	440	396	352	308
1.1	Inside front cover		480	432	384	336
2	Full page	29.7 cm x 21.0 cm	200	180	160	140
2.1	Back cover		260	234	208	182
2.2	Pages 2-5		220	198	176	154
3	Half page – V	27.7 cm x 9.5 cm	120	108	96	84
4	Half page – H	13.6 cm x 19.5 cm	120	108	96	84
5	1/3 page – V	18.3 cm x 9.5 cm	80	72	64	56
6	1/3 page – H	8.9 cm x 19.5 cm	80	72	64	56
7	1/4 page – V	13.6 cm x 9.5 cm	60	54	48	42
8	1/4 page – H	6.5 cm x 19.5 cm	60	54	48	42
9	1/6 page – V	8.9 cm x 9.5 cm	40	36	32	28
10	1/6 page – H	4.2 cm x 19.5 cm	40	36	32	28
11	Business card	4.2 cm x 9.5 cm	20	18	16	14

- ✓ All pricing includes VAT.
- ✓ Do not include any design works. Design fee is 20 AZN/hour.
- ✓ Ad types available for Corporate members free-of-charge are Half page – V, Half page – H, 1/3 page – V and, 1/3 page – H, 1/4 page – V and 1/4 page – H.

BOOKING FORM

- ✓ Please provide your written booking request to the address specified in right. Your request should contain information showed below as an example – all fields are mandatory.
- ✓ It is the responsibility of the advertiser to get ad material and payment to the publisher on time. For more information please see next page.

**Azerbaijan Accountants
and Risk Professionals
Association**

A: Bunyad Sardarov, 1,
Baku, Azerbaijan AZ1001
T: +994 (12) 505 00 56

ADVERTISER

Company name	XYZ company	Contact person name	Mr. Brown
Telephone number	000 000 00 00	E-mail	example@xyz.com

AD ORDER

Size name	# of issues	Starting with	AZN per issue	Plus design fee	Total cost
Full page	3	Q3 (Autumn) 2016	160 AZN	-	480 AZN

METHOD OF PAYMENT

- Cash
- Check
- Bank transfer

Signature of advertiser	
Date	

DEADLINES & FILE SPECIFICATION

DEADLINES

Issue	Booking deadline	Payment deadline	Material deadline	Publication date
Q1 (Spring)	1 st February	5 th February	20 th February	15 th March
Q2 (Summer)	1 st May	5 th May	20 th May	15 th June
Q3 (Autumn)	1 st August	5 th August	20 th August	15 th September
Q4 (Winter)	1 st November	5 th November	20 th November	15 th December

- ✓ **Cancellation charges:** Before payment deadline – 0% of the amount, before material deadline – 50% of the amount, before publication date – 100% (i.e. no refund).
- ✓ Ad space is limited. Early reservations are suggested.

FILE SPECIFICATION

- ✓ Supply artwork as a press ready PDF (i.e. PDF X-1/A 2003) or vector file format at 300 dpi. Microsoft Publisher, Word, PageMaker, Excel, PowerPoint will NOT be accepted.
- ✓ Design files must be ONLY in CMYK (NOT RGB or Pantone) for color images, and grayscale for black-white images. All fonts MUST be embedded/converted to outlines.
- ✓ Any art or production work necessary to complete the preparation of an ad will be subject to supplemental fees.
- ✓ We accept e-mail attachment of 20 Mb or less and accept CD-ROMs for files larger than 20 MB.

ADS POLICY

- ✓ Requests for cancellation of ad will be accepted only if received in writing by the advertiser/agency. Complaints about ad placements must be made in writing and filed within 30 days after publication.
- ✓ The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising.
- ✓ All rates are subject to change. The publisher reserves to revise any rates, terms and conditions of this rate card. Revisions affecting advertising which are before payment phase may be made without notice.
- ✓ All advertisements are accepted for publication entirely upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.
- ✓ It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.
- ✓ The advertiser/agency acknowledges and agrees that any advertisement submitted may be included in an electronic database of published pages.
- ✓ Advertisers and agencies accept responsibility for communicating any restrictions on advertising content that prohibit the use of material beyond the ordered area of coverage or on future unordered dates for layout purposes. Advertisers and agencies further agree to indemnify ARPA against any claims, including without limitation copyright claims, arising from such prohibited use should the advertiser fail to disclose such restriction. No ad material containing pornographic or derogatory or racially/sexually discriminating elements are accepted.