

# IMPAIRED DRIVING UPDATE™

## Media Planner



### Audience Profile

**DUI/DWI Enforcement Coordinators  
Drug Court Judges and Administrators  
Traffic Safety Advocates  
Substance Abuse Treatment Providers  
Drunk Driving Education Programs  
Prosecuting Attorneys  
Behavioral Science Researchers  
Highway Engineers and Safety Consultants  
Police, Sheriff, Highway Patrol Commanders**

**Published Quarterly  
In Print and Online**

### Scope and Content

**Alcohol Monitoring  
Vehicle and Road Design  
Passive Restraint Systems  
Pharmacology and Addiction  
Distraction and Fatigue  
Adolescent Behavior  
Brain Function  
Legal Developments**



### A Multi-Disciplinary Approach to a Problem of National Importance

Drunk driving can't be solved by the police or the courts or counselors alone, but by professionals in all of these fields and others, working together with alcohol and substance abusers and the community. Fostering the exchange of ideas and information among all professionals working to fight this deadly epidemic, **Impaired Driving Update** brings together the best thinking from experts in criminal law and the justice system, law enforcement and traffic safety, mental health and medicine, corrections and social services—ideas and solutions from working professionals for working professionals.

Each issue of IDU examines prevention, treatment and corrections programs that are getting results ... law enforcement tactics and strategies and their effectiveness ... technology developments and trends ... behavioral science research ... and current developments in the state and federal courts, legislatures and agencies. IDU is dedicated to presenting the best proven ideas of the country's leading experts in all of these disciplines, in a to-the-point, readable format.



## RATES & PRODUCTION INFORMATION

### Black & White Ads w Email

Frequency	Full	
1X	\$750	Each insertion includes one full page black and white ad in print edition; one color link-enabled logo in electronic edition; and one free email deployment of a message you create to our list of 8,000+ email address in impaired driving.
2X	\$700	
3X	\$650	
4X	\$600	

#### Mechanical Requirements

Full page, bleed: 8¾ x 11¼  
Full page, no bleed: 6¾ x 9⅞  
2/3 page: 4½ x 9⅞  
1/2 page (horizontal): 6¾ x 4⅞  
1/3 page: 2¼ x 9⅞

The easiest way to supply your advertisement is as a high-resolution (minimum of 300 dpi) PDF file. We also accept TIFF, EPS, or JPEG files, scaled to the correct size (see advertising space sizes to the left). Experience has shown that this is the simplest and safest way to output your advertising, and it is supported by almost all graphic design software packages. Alternatively, leading design and DTP file formats are welcome (such as Photoshop™, Illustrator™, and QuarkXpress™ on the Mac platform only. Ads produced on PCs must be saved as high-resolution PDF, EPS, JPEG, or TIFF files. All files should include final high-resolution images.

**Agency Commission:** 15% on gross billing for space for recognized agencies whose accounts are paid within 30 days of invoice date.

#### Publisher's Protective Clause

The publisher reserves the right to cancel or reject any advertising at any time, and to add the word "advertisement" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader.

#### To Reserve Space:

Call 609-683-4011 or fax 609-683-7291

#### Production Information

Trim size: 8½ x 11  
Line screen: 143  
Live area: 6¾ x 9⅞

#### Frequency Discounts

Frequent advertisers benefit by entering into a full-year contract at reduced rates. Any combination of ads placed in the journal during a 12-month period may earn frequency discounts. After one ad of any size is placed, subsequent ads placed within twelve months will be discounted. Ads will be billed at the earned rate unless a written contract is established.

#### Ship Materials To:

Civic Research Institute/Attn: IDU  
4478 US Route 27 Suite 202  
Kingston NJ 08528 or [civres@comcast.net](mailto:civres@comcast.net)

#### Civic Research Institute, Inc.

4478 US Route 27 • PO Box 585 • Kingston NJ 08528  
609-683-4011 • Fax 609-683-7291 • email [CivRes@comcast.net](mailto:CivRes@comcast.net)

## PUBLICATION SCHEDULE

### WINTER

December/January/February  
Publication Date: December 10  
Reservation Closing: November 15  
Materials Closing: November 30

### SUMMER

June/July/August  
Publication Date: June 10  
Reservation Closing: May 15  
Materials Closing: May 30

### SPRING

March/April/May  
Publication Date: March 10  
Reservation Closing: February 15  
Materials Closing: February 28

### FALL

September/October/November  
Publication Date: September 10  
Reservation Closing: August 15  
Materials Closing: August 30

## TERMS AND CONDITIONS

Bleeds: No additional charge.

Premium Positions: Requests for specified position are given consideration but no guarantee is made unless the position premium has been provided for in the contract. CRI reserves the right to give better position than specified in the order, at no increase in rate.

Multiple Page Spreads: Single page cost multiplied by the number of pages. Each page of the spread counts toward the advertiser's frequency discount.

Production Charge: Advertisements ordered set and not used will be charged for composition.

Insertion Orders: A completed insertion order should accompany every advertisement. In lieu of a CRI insertion order, advertiser may provide a letter clearly stating the name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc. Insertion orders and purchase letters must be signed by an authorized representative of the advertiser.

Cancellations: Cancellations are not accepted after closing deadline. All cancellations must be received in writing. Contracts may be discontinued by either party upon 30 days' written notice.

Short Rates: Advertising placed with a frequency discount and not earned within one year will be subject to short-rate adjustments based on space used within a 12-month period.

Copy Authorization: Advertisers and their agents assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against CRI and agree to indemnify, defend and save harmless CRI from any and all liability for the content of such advertisements. CRI assumes no liability for errors or omissions.

Liability: CRI is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of CRI affecting production or delivery in any manner.

Terms: Net 30 days from date of billing. 1½% charge per month on unpaid balance over 30 days. CRI reserves the right to hold advertiser and/or its advertising agency liable for amounts due and payable to CRI.

### **Civic Research Institute, Inc.**

4478 US Route 27 • PO Box 585 • Kingston NJ 08528  
609-683-4011 • Fax 609-683-7291 • email CivRes@comcast.net