



Issue Number(s): \_\_\_\_\_

# Advertising Insertion Order

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Ad Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Email: \_\_\_\_\_

Ad Name	Item Name	Measurement		1 Issue		4 Issues (ea.)
Full Spread	SP-WP_Spread	5100W X 3300H	<input type="checkbox"/>	12500	<input type="checkbox"/>	9875
	SP-WP_Spread_Vid		<input type="checkbox"/>	15500	<input type="checkbox"/>	12375
Page 3 Ad	SP-WP_Pg3_FP	2550W X 3300H	<input type="checkbox"/>	8500	<input type="checkbox"/>	6875
	SP-WP_Pg3_FP_Vid		<input type="checkbox"/>	10500	<input type="checkbox"/>	8375
Full Page	SP-WP_FullPage	2550W X 3300H	<input type="checkbox"/>	6000	<input type="checkbox"/>	4812.5
	SP-WP_FullPage_Vid		<input type="checkbox"/>	8500	<input type="checkbox"/>	6750
Full Page Back	SP-WP_Back	2550W X 3300H	<input type="checkbox"/>	5500	<input type="checkbox"/>	4375
	SP-WP_Back_Vid		<input type="checkbox"/>	10500	<input type="checkbox"/>	8375
1/2 Page	SP-WP_Half	2550W X 1613H	<input type="checkbox"/>	5000	<input type="checkbox"/>	4000
	SP-WP_Half_Vid		<input type="checkbox"/>	6500	<input type="checkbox"/>	5187.5
1/4 Page Traditional	SP-WP_Qtr	1238W X 1613H	<input type="checkbox"/>	2500	<input type="checkbox"/>	2000

"\_Vid" denotes on-page click-to-play video

**Measurement is size submission requirement (may be scaled for layout)**

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Internal use only: \_\_\_\_ of \_\_\_\_

Page \_\_\_\_

WP Saskatchewan is a fund-raising production of the Saskatchewan Safety Council. Revenues generated by WP Saskatchewan, as with all those of the Council, are dedicated to the development and delivery of free community injury prevention programs and resources for those in high-risk demographics.

All advertising is subject to review and approval by WP Saskatchewan editorial staff who reserve the right to reject any advertising that does not conform to WP Saskatchewan's standards, and to omit, limit or edit the copy or size of an advertisement which, in the publisher's opinion, is unacceptable.

The advertiser and/or their agency assume and agree to pay the charges for advertising published at their direction.

Insertion orders and/or contracts are due on or before the advertising deadlines. Cancellations, requests for changes/corrections must be submitted prior to the deadline.

Multiple Issue contracts and agreements cancelled before completion will be prorated.

All verbal instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing by the advertiser. Acceptance of advertising by WP Saskatchewan does not indicate or imply endorsement.

All advertisements are to be provided by the advertiser. Static, or graphic ads, with hyperlink destination are to be screen display-ready (camera-ready) in an aspect ratio suitable for the size of ad purchased.

For reference, display advertisement sizes are based on traditional letter/spread-size layouts (8.5" X 11" page – 11" X 17" spread).

Approximate Ad Size (pixel dimensions @300 ppi) (may be scaled to suit layout):

- Full Spread: 5100W X 3300H
- Full Page: 2550W X 3300H
- Half Page: 2550W X 1613H (Including white space)
- 1/4 Page: 1238W X 1613H (Including white space)

Video ads (16:9) are to be provided in .mp4 format at a minimum of 1280 X 720p; preferred 1920 X 1080p. In-story video ad maximum duration is 15 seconds. Maximum on-page click-to-play video ad length is 3 minutes.

All advertising hyperlinks open in a new external browser window.

The advertiser agrees that WP Saskatchewan shall not be liable for damages arising out of errors in, or omissions of, an advertisement beyond the amount charged for the space occupied or to be occupied by that advertisement, whether such error or omission is due to negligence by WP Saskatchewan or otherwise.

WP Saskatchewan will not be responsible for more than one incorrect advertisement insertion or for errors appearing in advertisements or pieces that have been submitted by third-party content providers.