

Southwest Image

Advertising Rates

Deadlines: Issue Names are followed (in parenthesis) with the deadline for each issue.

The *Southwest Image* will be published three times a year:

Spring (February 1)

Summer (June 1)

Fall (October 1)

| Covers (Color Ad) | 1 Issue | Full Year |
|----------------------|----------------|-----------|
| Back Outside - 8½x11 | NA | \$2,400 |
| Front Inside - 8½x11 | NA SOLD | \$1,800 |
| Back Inside - 8½x11 | NA | \$1,600 |

| Inside Pages (Color Ad) | 1 Issue | Full Year |
|-------------------------|---------|-----------|
| Full Page - 8½x 11 | \$486 | \$1,250 |
| 3/4 Page - 4¾x10 | \$385 | \$ 985 |
| 1/2 Page - 7½x4¾ | \$297 | \$ 756 |
| 1/3 Page - 4¾x4¾ | \$243 | \$ 627 |
| 1/4 Page - 5x3½ | \$216 | \$ 485 |

Questions? Call Don Hayden at (918) 743-2924
E-Mail: imagerybyhayden@att.net

Important Note

Ads may be e-mailed as an attachment in .jpg or .tif format (300 dpi) or high res. pdf file or sent on a CD. Deadlines posted are for ads we **already know are coming** and have already set aside space for. If you are a new customer and wait until the deadline to decide to run an ad, there will be no space available. We do our layout weeks before the deadline.

Return this Portion

INSERTION ORDER

(Please Check Appropriate Boxes)

Rate

Start

Ad size:

1 Issue

Next Available Issue

Cover

Full Year

Other

Full Page

All Ads are now
in 4-Color

3/4 Page

1/2 Page

1/4 Page

Business Name _____

Address _____

Contact _____

Phone # _____

E-mail _____

Authorized by: _____

Date: _____

This order form with **PAYMENT IN FULL** must be completed, signed and returned. Checks made payable to **SWPPA**.

Mail To: Don Hayden, Editor 3026 S. Cincinnati Ave., Tulsa, OK 74114-5225 (918) 743-2924 imagerybyhayden@att.net

DELINQUENT ACCOUNTS AND AD CANCELLATION POLICY: Ads cancelled prior to the final scheduled issue will be re-billed at the "one time rate" (1X rate). That rate will be applied to all ads published to that point under the present insertion order. For example: If the insertion order is for a 1/4 page, at the full year rate of \$485, but is cancelled after the second publication, the two ads will be re-billed at the "one time rate" of \$216 per issue, plus any and all late charges. Accounts delinquent after 60 days will not be permitted access to SWPPA or TPPA Trade Shows until balance, plus late fee, is paid in full. REMEMBER: If you send this insertion order and don't send an ad by publication deadline, you will be charged for the ad space anyway. Thank you.