

ADVERTISING APPLICATION

2012 EDITION

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ 800 # _____ FAX _____

NAME _____ TITLE _____ SIGNED _____

*Prices shown are for black and white. Color pricing on request. Buyers' Guide will design ad for you if you prefer - price on request.

Payment - Please enclose check for advertising with application.

___ Full Page (342 x 540 points, 4.75 x 7.5 inches).....	\$655
___ Full Page (Choice Location).....	\$975
___ Half Page (342 x 270 points, 4.75 x 3.75 inches).....	\$340
___ Quarter Page (171 x 270 points, 2.25 x 3.75 inches).....	\$175
___ Eighth Page (171 x 135 points, 2.25 x 1.875 inches).....	\$100
___ Tenth Page (171 x 108 points, 2.25 x 1.5 inches).....	\$75
___ Heavy Paper Insert (full page only).....	\$1005

Electronic Submissions:

This is our preferred form for advertising submissions. Files should be black and white, not color, and may be TIFF (Tagged Image File Format) or EPSF (Encapsulated Postscript). Images should be prepared actual size, with 600 DPI or better resolution. JPEG images should be avoided, since the lossy compression techniques employed in these files can produce undesirable artifacts in the printed image.