



# Insertion Order Form

## 2008 Advertising Rates

### BLACK & WHITE RATES

Size Unit	1X
Full Page .....	\$5,800
2/3-page .....	\$4,320
1/2-page Isl. ....	\$4,040
1/2-page .....	\$3,440
1/3-page .....	\$2,800
1/4-page .....	\$2,120

### COMPANY PROFILE

Full-Page Advertiser .....	\$2,740
Non-Advertiser.....	\$4,180

### COLOR RATES (additional, per page or fraction)

#### **Two Color:**

Standard Color (CYMK).....	\$620
Per additional consecutive page.....	\$300
Matched, Non-Metallic Color .....	\$880
Per additional consecutive page.....	\$420

#### **Three- and Four-Color Process:**

Process 4-Color or Black & Two	
Non-Metallic Colors: .....	\$1,500

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

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

JANUARY 2008 ISSUE

JUNE 2008 ISSUE

Ad Size: \_\_\_\_\_

Material: \_\_\_\_\_

Cost: \_\_\_\_\_

**Signature**

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

Sales Rep: \_\_\_\_\_

### **RATE INFORMATION**

Unit Rate: \_\_\_\_\_

Color Charge: \_\_\_\_\_

Premium Charge: \_\_\_\_\_

**Gross Subtotal:** \_\_\_\_\_

Agency Commission or In-House Discount (15%): \_\_\_\_\_

**Total Space Rate:** \_\_\_\_\_

### **INVOICE TYPE**

Agency Net

Agency Gross

Advertiser Net

In-House Agency Gross

**FAX COMPLETED FORM TO:  
Tamara Bratt at 913/981-5691**