

# SOUTHWEST BOATING

## Advertising Rates & Contract

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email: \_\_\_\_\_  
 Representative: \_\_\_\_\_ Title / Position: \_\_\_\_\_

PLEASE RESERVE THE FOLLOWING SPACE

Rates Per Issue	1x	3x	6x	
<b>RUN OF BOOK (4 Color)</b>				
Full Page	\$750	675	600	\$ _____
Half Page	\$450	405	360	\$ _____
Third Page	\$350	315	280	\$ _____
Quarter Page	\$300	270	240	\$ _____
<b>SPECIAL POSITIONS (4 Color)</b>				
Outside Back/Inside Front Cover/P.3	\$900	810	720	\$ _____
Brokerage Section	\$750	675	600	\$ _____
Product Showcase	\$125	110	95	\$ _____
Multi-Media: Video / Sound	\$150 per advertisement, per issue			\$ _____
10% discount for total contract payment in advance:				\$ _____
Total:				\$ _____

**Note: Advertisements will not appear unless accompanied by a signed contract.**

Please check the issue/s you are booking for your advertisement/s:

Jan / Feb <input type="radio"/>	Mar / Apr <input type="radio"/>	May / Jun <input type="radio"/>	Jul / Aug <input type="radio"/>	Sep / Oct <input type="radio"/>	Nov / Dec <input type="radio"/>
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**COPY / PRODUCTION DETAILS:**  
 Full Page: 8.125" (w) X 10.75" (h)      Half Page Horizontal: 7" (w) x 4.875" (h)  
 Third Vertical: 2.5" (w) x 10" (h)      Half Page Vertical: 3.25" (w) x 10" (h)  
 Quarter Page: 3.25" (w) x 4.875" (h)      Business Card: 3.25" (w) x 2.25" (h)

**MATERIALS REQUIRED:**      HI-RES PDF  
**COPY DATE:**      Two Weeks Prior to Publication Date

PLEASE DATE AND SIGN  
 ADVERTISER AUTHORIZATION

Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Name \_\_\_\_\_  
 Company \_\_\_\_\_

DO NOT WRITE BELOW

Confirmation and Acceptance Name: _____ Title: _____ Date: _____
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