

2010 *The Right Angle*

Newsletter Advertising Contract



Please complete all sections and mail or fax this contract to Slack Attack Communications by November 2, 2009.*

Mail to: Slack Attack Communications
Attn: Heidi Koch
5113 Monona Drive, Madison, WI 53716
Fax: (608) 222-0262 Phone: (608) 222-7630

A. Select one of the following ad sizes (All ads are black and white.)

- | | |
|---|--------------------------------|
| <input type="checkbox"/> 1/8 page (3.375" x 2.062") | \$725 total for eleven issues |
| <input type="checkbox"/> 1/4 page (3.375" x 4.375") | \$975 total for eleven issues |
| <input type="checkbox"/> 1/2 page (7" x 4.375") | \$1600 total for eleven issues |
| <input type="checkbox"/> Full page (7" x 9") | \$2650 total for eleven issues |
| <input type="checkbox"/> Back Cover (6.5" x 7.5") | \$2800 total for eleven issues |

The above prices are applicable if you do not change your ad **at all** during the year. If you wish to change your ad in any way during the year there is an additional charge per issue (minimum of \$200 per changed ad); the exact amount of the charge will depend on the extent of changes. Additional charges for ad changes may apply.

B. Select one option

- Please use the exact same ad as is in the 2009 *The Right Angle*.
- My camera-ready art or a digital file as specified in section E on the back of this form.
- I will deliver my ad to Slack Attack Communications no later than November 11, 2009.
Note: If you select this option your ad must meet the specifications defined in section E on the back of this form.
- Please have Slack Attack Communications contact me to arrange for ad changes or design.
Note: The deadline for submitting camera ready ads is November 11, 2009.

I understand that:

1. There are separate, additional charges for ad changes and preparation.
2. All charges are estimated and vary depending on the complexity of the ad and the number of changes made during production.
3. That one set of client changes prior to publication of the first issue is allowed and that any further changes will be charged on a time and materials basis.
4. There is an additional charge for scans, and that the fee is in addition to the charges in item A above and that Slack Attack will bill me directly.

Add creation charges:

1/8 page	\$170
1/4 page	\$195
1/2 page	\$265
Full page	\$295

(over)

C. Contact Information

Please print or type

Company: _____

Name of person who completed this form: _____

Mailing Address: _____

City _____ State _____ Zip _____

Phone Number: _____ Fax Number: _____

Email: _____

MABA Member-of-Record (*if different from person who completed this form*):

Signature of MABA Member-of-Record: _____

D. Method of payment (check one):

Total amount due: _____

Payment is enclosed.

Please bill my credit card:

Name on card: _____

Card number: _____ Circle one: MC/VISA

Expiration date: _____ CSC# _____

Please send an invoice. Payment will be made prior to November 20, 2009.

E. Ad Specifications:

- Ads will **ONLY** be accepted as digital files. **PDF format strongly encouraged.**
- Ads must be sent sized to the exact dimensions specified in section A.
- All ads must be received ready for insertion into the newsletter.
- Digital file forms accepted include Illustrator, Photoshop and PDF.
- Digital files must be submitted on a CD or email. Please include a hard copy with the digital file.
- Please include all fonts used.
- All ads must be submitted with a minimum of 300 dpi.
- All half tones must be 133-line screen for best reproduction.

The quality of the ad sent will reflect on how the ad appears in the newsletter. The higher the quality, the better the ad will look.

**Questions? Contact Heidi Koch at Slack Attack Communications,
(608) 222-7630 or heidi@slackattack.com**

Return this contract to Slack Attack Communications by November 2, 2009.

**A limited number of ad spots are available. First-come, first-served, subject to MABA approval*

Fax to (608) 222-0262 or mail to:

Slack Attack Communications

5113 Monona Drive

Madison, WI 53716

Please do not send it to the MABA office.