



### Advertising Rates

Display Advertising Rates (per insertion)

B & W	1 X	6 X	11 X
Full Page	\$830	\$750	\$700
1/2 Page	\$450	\$410	\$375
1/4 Page	\$250	\$225	\$210
1/8 Page	\$150	\$135	\$125
1/16 Page	N/A	\$85	\$95

### Full Color (Additional)

Full Page	\$300
1/2 Page	\$150
1/4 Page or Smaller	\$100

### Cover Positions

Inside Front Cover	\$1,200
Inside Back Cover	\$1,200
Outside Back Cover	\$1,800

\*Call for availability

### Ad Sizes

Trim size is 8.5 x 11"

Full Page/Border	7 1/2" W x 10" H
Full Page/Bleed	8 3/4" W x 11 1/4" H
1/2 Page Horizontal	7 1/2" W x 4 5/8" H
1/2 Page Vertical	3 5/8" W x 10" H
1/4 Page Horizontal	7 1/2" W x 2 3/8" H
1/4 Page Vertical	3 5/8" W x 4 5/8" H

Return insertion order and ads to

[sueg@oaba.org](mailto:sueg@oaba.org)

### DEADLINE

Insertion Orders and Ads are due the first of every month.

### Special Issues:

Magazine is printed monthly, except for a combination issue of January/February.

For advertising questions, please contact

Sue Gallup at 407-848-4958

## 2020 OABA ShowTime

### Insertion Order

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

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

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

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

### Ad Placement Specifications

Ad Size: \_\_\_\_\_ B & W \_\_\_\_\_ Full Color

Special Instructions: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Cost \$ \_\_\_\_\_

Discount \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Payment method \_\_\_\_\_ Check \_\_\_\_\_ Send Invoice

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_

Checks should be made payable to OABA and sent to:

Sue Gallup

OABA

1305 Memorial Ave

West Springfield MA 01089