2012 Newsletter Advertising Rates

Austin Lawn Sprinklers Association
8109 Bridgewater Dr. Rowlett, TX 75088-6657
Ph: (972) 463-8888 Fax: (972) 412-7840
e-mail: alsa@tx.rr.com web: www.alsaustin.org

Thank you for your continued advertising support. We realize that the economic situation has effected everyone and we are working hard to adjust our marketing needs to fit within your budgets. Please join us in helping keep our industry professional, conscientious and informed of the latest innovations and technology. We look forward to another year of working together.

Please select your choices below and fax to: (972) 412-7840 by no later than January 10, 2012.

Ad Size Options	Yearly Contract Price	Single Issue Price
☐ Full Page - 7.5" x 10"	☐ $275.00	☐ $325.00
☐ ½ Page W - 7.5" x 5"	☐ $200.00	☐ $250.00
☐ ½ Page T - 3.5" x 10"	☐ $200.00	☐ $250.00
☐ ¼ Page - 3.5 x 5"	☐ $100.00	☐ $150.00
☐ Bus Card - 3.5" x 2"	☐ $ 75.00	☐ $125.00

Since the newsletter is now digitally produced, there is no longer the option for reduced price black/white ads.

There is an additional charge of $50.00 per issue for prime locations. Prime locations are the outside cover (½ pg ads only) and the inside front and back cover. These locations are given to first come, first serve. For those of you choosing the yearly contract rate, we encourage you to change your ad at least every other issue, but it is not required. If we have not heard from you by the deadline date, the previous ad will be used.

You have a choice of being billed up front for the year or being billed on the publish date for each ad.

☐ For the year ☐ Each issue

Issue dates are: February 1, April 1, June 1, August 1, October 1 and December 1.
Deadline dates: January 12**, March 1, May 1, July 1, September 1 and November 1.
Please check the appropriate boxes, sign and fax or e-mail this form to: **(972) 412-7840 by January 10, 2012**.
Acceptable **PC-ready** ad formats: 300 dpi EPS, JPG or PDF (please include fonts)
E-mail your ads to: **alsa@tx.rr.com**. This e-mail address accepts file sizes up to 20 MB.

☐ Yes, we are signing up for the yearly advertising with ALSA for 2012 (all 6 issues).
☐ Yes, we will advertise, but for just one issue at a time. Please circle issues: Feb, Apr, Jun, Aug, Oct, Dec.
☐ No, we will not be advertising at this time, but please keep us on your mailing list.
☐ No, we are not interested in advertising at this time or in the future.

Company Name: _____ Contact: _____

Contact's Address: _____ City: _____ ST: ____ Zip: _____-_____

Phone: (_____)_____ Fax: (_____)_____ E-Mail: _____

Billing Address: _____ City: _____ ST: ____ Zip: _____-_____

Billing Contact: _____ Phone: (_____)_____ Fax: (_____)_____

Authorized Signature _____ Printed Name: _____