

ILMDA ADVANTAGE

2009 Advertising Rates/Agreement

We hereby agree to purchase advertising space in the **ILMDA ADVANTAGE** as indicated below. All rates listed are net:

Black & White Advertising Rates

	1x	3x	6x	1x Non-Member
Full Page (8-1/2 x 11)	\$575	\$535	\$490	\$700
Half Page (7 x 4-7/8)	450	410	370	550
Third Page (10-1/4 x 2-1/4)	370	315	285	430
Quarter Page (3-3/8 x 4-7/8)	280	250	225	340

***Special Placement**

Outside Back Cover	760	760	760	1090
Inside Front Cover	630	630	630	975
Inside Back Cover	630	630	630	975

***Color**

Four Color (Add)	525	525	525	625
Second Color (Add)	315	315	315	440

Months Ad Should Appear

___ Jan/Feb

___ Mar/April

___ May/June

___ July/Aug

___ Sept/Oct

___ Nov/Dec

Advertiser Information:

Company: _____

Contact Person: _____

Address: _____ City, State, Zip: _____

Email Address: _____

Phone: _____ Fax: _____

Authorized Signature: _____

Ad Color

- B & W
 Two Color
 Four Color

Ad Size:

- Full Page (7w x 10-1/4h)
 Half Page Horizontal (7w x 4-7/8h)
 Half Page Vertical (3-3/8w x 10h)
 Third Page Vertical (2-1/4w x 10-1/4 h)
 Third Page Horizontal (7w x 3-1/4h)
 Quarter Page (3-3/8w x 4-7/8h)

Please Note: If copy is submitted to be printed in multiple issues of the *ILMDA Advantage*, the same copy will be run each time unless otherwise specified in advance. **Ad copy is due the 20th of the month preceding the issue month.**

Artwork: Please submit customer supplied artwork for advertising electronically or on CD. If the file size is 5 mg or less, you may e-mail it — call for instruction. For black and white advertisements, the preferred format is Adobe Acrobat files (.pdf). You may also submit artwork in .eps or .tif format as long as the file has a resolution of at least 300 dpi. Although not preferred, we will accept both PC and MAC formats of the following application programs: Quark Xpress, Pagemaker, Illustrator, Photoshop or Corel Draw. When submitted in page layout software please include all fonts and graphics used in the file; and all 4-color artwork should be supplied as CMYK only. In Adobe Illustrator and Corel Draw files, please convert all fonts to outlines or curves. Save the files as .eps files. We will work with you on any files submitted that do not meet the above artwork specifications.

To reserve space in the **ILMDA ADVANTAGE** magazine, please submit this Advertising Agreement to:

**Illinois Lumber and
Material Dealers Association**

ILMDA ADVANTAGE Editor

932 South Spring Street

Springfield, Illinois 62704

(217) 544-5405 or Fax: (217) 544-4206

Email: mm@ilmda.com