

ILMDA *ADVANTAGE*

2012 Advertising Rates/Agreement

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

Advertiser Information:

Company: _____

Contact Person: _____

Address: _____ City, State, Zip: _____

Email Address: _____ Phone: _____

Authorized Signature: _____

Black & White Advertising Rates

	<u>4 x</u>	<u>1x (Non-Member)</u>
Full Page (8-1/2 x 11)	\$750	\$1065
Half Page (7 x 4-7/8)	570	840
Third Page (10-1/4 x 2-1/4)	440	660
Quarter Page (3-3/8 x 4-7/8)	350	525

***Special Placement**

Outside Back Cover	1155	1650
Inside Front Cover	960	1475
Inside Back Cover	960	1475

***Color**

Four Color (Add)	800	950
Second Color (Add)	485	675

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.

Months Ad Should Appear

___ **Jan/Feb/Mar**

___ **April/May/June**

___ **July/Aug/Sept**

___ **Oct/Nov/Dec**

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)

Ad copy is due the 20th of the month preceding the issue month.

Artwork

The preferred format is Adobe Acrobat files (.pdf). All 4-color artwork should be supplied as high-resolution - CMYK only. Please submit customer supplied artwork for advertising electronically or on CD. E-mail advertisements to kt@ilmda.com.

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, IL 62704

Or call Amanda at

(217) 725-2281

Fax: (217) 544-4206

Email: ae@ilmda.com