



2007-2008 Pelican Chapter Newsletter Rate Sheet

■ Advertising Specifications and Reservation Form

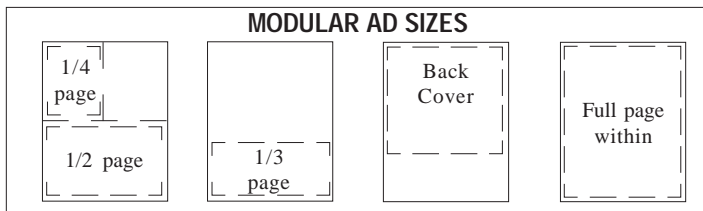
19251 Highland Road Baton Rouge, LA 70809

Contact **Caitlin B. Stolzenhaller** t: 225-752-1415 or 1-800-960-1415 f: 225-751-9470 e: Caitlinb@abcpelican.com

Creative ideas to further your business...

Don't miss out

Promote your business to a select group of clients in the Pelican Chapter ABC newsletter, *Merit Shop Message*. One of the benefits of belonging to Associated Builders and Contractors is the opportunity to promote your business to other association members and industry leaders through advertising in *Merit Shop Message*. The newsletter is the official publication of the Pelican Chapter of Associated Builders and Contractors. It is a fantastic place to reach your clients! This 24-page monthly newsletter is an informative addition to a member's benefits. The publication takes a professional approach to informing our readers about ABC's activities and the business community. We place emphasis on local, regional and national news.



Circulation

The popularity of the newsletter is overwhelming. It is distributed statewide in Louisiana to over 1,000 ABC members, architects, engineers, plant personnel, construction users, and governmental agencies. The audience is rich with those you're trying to target, making it a great tool for building awareness.

Mechanical Requirements

Properly sized, camera-ready artwork should be submitted to the Business Development Department by the 5th of the month prior to publication. Please provide the ad in digital format (high resolution PDFs are preferred). Call Caitlin Stolzenhaller with any questions regarding format. Ads can be generated in-house for a fee, provided information and logos are submitted by the deadline. **Payment for your ad(s) should accompany this form, made payable to ABC.**

Advertising Rates

Ad Size (Mark all that apply.) All ads are black and white unless specified otherwise. Rates DO NOT include agency commission.

	Dimensions	1X	6X	12X
SOLD Back cover (2/3 page, 3-color, optional bleed)	8" x 6 1/2"	\$484	\$435	\$385
SOLD Inside Back Cover	8" x 10"	\$396	\$363	\$330
SOLD Inside Front Cover	8" x 10"	\$396	\$363	\$330
<input type="checkbox"/> Full Page (inside)	8" x 10"	\$366	\$333	\$300
<input type="checkbox"/> Half Page	8" x 4 1/4" (horizontal ad)	\$341	\$314	\$286
<input type="checkbox"/> 1/3 Page	8" x 3 1/4" (horizontal ad)	\$297	\$270	\$242
<input type="checkbox"/> 1/4 Page	5 3/4" x 4 1/4" (w x h)	\$259	\$231	\$204
<input type="checkbox"/> Business Card	Standard business card	\$165	\$143	\$110

Reservation Order Form

Company _____
 Contact name _____
 Address _____
 City/State/Zip+4 _____
 Phone _____ Fax _____
 E-mail _____
 Website _____

FAX your Space Reservation Form and mail original along with payment to the address above.

PAYMENT METHOD

CHECK (payable to ABC)
 CHARGE me as indicated
 Visa MasterCard

 No. _____

 Exp. Date _____
 "V" Code _____
 Billing Zip Code _____
 INVOICE me (PO# _____)