

# 2000 Advertising Planner

## Insertion Order/Contract

# SPEARFISHING MAGAZINE

6673 Willow Lake Circle • Ft. Myers, FL 33912

941/274-8160

www.spearfishingmagazine.com

Company Name \_\_\_\_\_

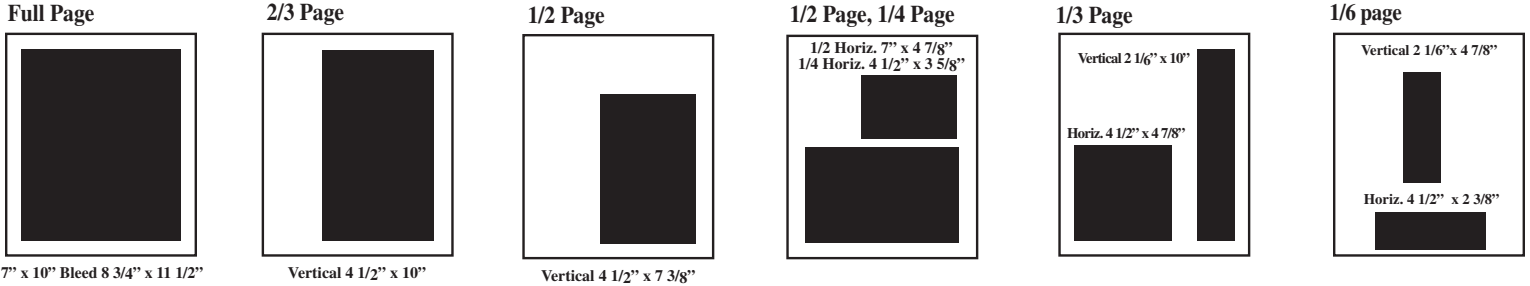
Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_



### I. Black/White Ad Rates

	1-time	4-time
Full Page	\$1300	1000
2/3 Page	1050	750
1/2 Page	900	600
1/3 Page	700	400
1/4 Page	600	300
1/6 Page	500	200

Black + 1 color add \$100  
Black + 2 color add \$150

### 4-Color Process Ad Rates

	1-time	4-time
Full Page	\$1600	\$1300
2/3 Page	1250	950
1/2 Page	1050	750
1/3 Page	900	600
1/4 Page	700	400
1/6 Page	600	300

Back Cover - 4 color page plus 20%  
Inside front & back covers - 4 color page plus 15%

Magazine issued 15th of July, October, January & April. Closing date to reserve space 5th of preceding month. No cancellation after closing. Closing date for camera ready art 15th of preceding month.

### II. SPACE ORDERED: (Check one)

- Full Page                       1/2 Page Vertical Island                       1/3 Page Vertical  
 2/3 Page Vertical                       1/2 Page Horizontal                       1/3 Page Square  
 1/6 Page Vertical

### III. COLOR ORDERED: (Check One)

- 4-Color Process                       Black w/one color                       B/W                       Other:

### IV. EDITION: (Indicate issues ad will run.)

Run Date(s) \_\_\_\_\_

### V. FREQUENCY: If this is initial order and multiple frequency is contracted for by this order, advertiser will be short-rated if agreed upon frequency is not used within 12-month calendar period.

- One-Time                                       4-Time

### VI. SPACE COST:

Gross cost per ad \$ \_\_\_\_\_

Agency Name and Address \_\_\_\_\_

- Check Enclosed  
 Bill Advertiser (Above)  
 Bill Agency

### VII. ART, NEGS OR CAMERA-READY:

- Ad to be provided:     Negatives     Camera Ready     Disk     Request Ad Makeup and Proof (Prod. charge not incl.)

### VII. AUTHORIZATION FOR ADVERTISER:

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_