

2010 Iowa Professional Lawn Care Association
"On the Grow" Newsletter Advertising Rates
Circulation = 100 Members

Editor: Nicol Jones

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NEWSLETTER INFORMATION

Ad sizes (camera ready art or electronic file)

Half page: 7 1/2" wide x 5" high

3 3/4" wide x 10" high

Quarter page: 3 3/4" wide x 5" high

Eighth page: 3 3/4" wide x 2 1/2" high

Ad Design (as needed)

Setup: \$75.00 (paid to layout editor)

Additional costs determined by printer

Exclusive Choices (defined by editor)

Back Cover, Header, etc. add 25%

Inserts (upon availability)

1 page insert (IPLCA can use opposite side)

\$250/issue

Classified Ads (job posting, for-sale, etc) \$35

CHOOSE AD PACKAGE

Rates below do not include prepay incentive

Commit to 1-5 Issues

Half Page: \$200.00/issue

Quarter Page: \$150.00/issue

Eighth Page: \$110.00/issue

Commit to 6 Issues

Half Page: \$110.00/issue

Quarter Page: \$82.50/issue

Eighth Page: \$55.00/issue

Closing Dates

Advertising & Articles: The 10th of the month preceding the publication.

Issues

February April June August October December

Company _____

Contact _____

Address _____

City _____ State ____ Zip _____

Phone _____

Fax _____

Email _____

PAYMENT

You may choose to prepay your order and receive an additional 10% off your advertising for 2010.

Prepays must be made by 12/31/2009.

Prepay - take additional 10% discount off rates

Bill me month to month

Ad Cost: _____

Subtract prepay 10% discount _____

12/31/2009 deadline _____

Total _____

Make Checks Payable to:

Iowa Professional Lawn Care Association

Mail form and payment to:

Iowa Turfgrass Office • 17017 US Hwy 69 • Ames, IA 50010-9294

Fax credit card payment to:

515.232.8228 (phone: 515.232.8222)

MasterCard Visa

Credit Card # _____ Exp. Date _____

Card Holder's Name _____ Signature _____