

2017 The Right Angle Newsletter Advertising Contract



The Right Angle is the right source for your message to reach over 600 members every month. Members look forward each month to the Right Angle hitting their mailbox. Make sure your ad is seen by our members finding out what's happening at MABA. Want more exposure? All ads are hot and automatically included in the digital version of the Right Angle that is distributed to all members and employees; that's over 900 people that can click directly to your website.

2017 New Full Color Publication. Reserve Your Space Today!

Please complete all sections and mail or scan this contract to Slack Attack Communications by November 18, 2016.*

A. Select one of the following ad sizes (All ads are full color.)

- 1/8 page (3.375" x 2.062") \$800 total for six issues plus Annual Report
- 1/4 page (3.375" x 4.375") \$1165 total for six issues plus Annual Report
- 1/2 page (7" x 4.375") \$1800 total for six issues plus Annual Report
- Full page (7" x 9") \$3200 total for six issues plus Annual Report
- Inside Back | Full Color (7" x 9") \$4000 total for six issues plus Annual Report
- Inside Front | Full Color (7" x 9") \$4000 total for six issues plus Annual Report
- Half Page | Full Color (7" x 4.375") \$2300 total for six issues plus Annual Report
 - Inside Back
- Half Page | Full Color (7" x 4.375") \$2300 total for six issues plus Annual Report
 - Inside Front
- Back Cover | Full Color (6.5" x 7.5") \$4200 total for six issues plus Annual Report

B. Select one option

- Please use the exact same ad as is in the 2016 The Right Angle.
- My camera-ready art or a digital file as specified in section E on the back of this form.
- I will deliver my ad to Slack Attack Communications no later than November 18, 2016.
Note: If you select this option your ad must meet the specifications defined in section E on the back of this form.
- Please have Slack Attack Communications contact me to arrange for ad changes or design.
Note: The deadline for submitting camera ready ads is November 20, 2015.

c. Please use the following web address to link to my ad in the digital edition online: _____

I understand that:

1. There are separate, additional charges for ad changes and preparation.
2. All charges are estimated and vary depending on the complexity of the ad and the number of changes made during production.
3. That one set of client changes prior to publication of the first issue is allowed and that any further changes will be charged on a time and materials basis.
4. There is an additional charge for scans and that the fee is in addition to the charges in item A above and that Slack Attack will bill me directly.

Ad creation charges:

- 1/8 page \$100
- 1/4 page \$125
- 1/2 page \$150
- Full page \$200

C. Contact Information

Please print or type

Company: _____

Name: _____

Mailing Address: _____

City _____ State _____ Zip _____

Phone Number: _____ Fax Number: _____

Email: _____

Signature: _____

D. Method of payment (check one):

- I've enclosed a check for full payment of \$_____.
- I will send a check for payment by November 18, 2016 in the full amount of \$_____.
- Please bill my MC/VISA credit card:

Name on card: _____

Card number: _____ Circle one: MC VISA

Expiration date: _____ CSC# _____

E. Ad Specifications:

- Ads will ONLY be accepted as digital files. PDF format strongly encouraged.
- Ads must be sent sized to the exact dimensions specified in section A.
- All ads must be received ready for insertion into the newsletter.
- Digital file forms accepted include Illustrator, Photoshop and PDF.
- Digital files must be submitted on a CD or email. Please include a hard copy with the digital file.
- Please include all fonts used.
- All ads must be submitted with a minimum of 300 dpi.
- All half tones must be 133-line screen for best reproduction.

The quality of the ad sent will reflect on how the ad appears in the newsletter. The higher the quality, the better the ad will look.

Questions? Contact Barbara Slack at Slack Attack Communications,
(608) 217-5549 or barbara@slackattack.com

Return this contract to Slack Attack Communications by November 18, 2016.

*A limited number of ad spots are available. First-come, first-served, subject to MABA approval.

Mail To: Slack Attack Communications, P.O. Box 6096, Madison, WI 53716
Please DO NOT send it to the MABA office