

RATES AND SPECIFICATIONS

		AD SIZE	COST
Inside Front Cover*	Four Color	7-1/4" x 10"	\$1,550.00
Inside Back Cover*	Four Color	7-1/4" x 10"	1,550.00
Center Spread†	Four Color	16" x 10"	2,900.00
Back Cover*	Four Color	7-1/4" x 10"	1,700.00
Full Page—Inside*	Four Color	7-1/4" x 10"	1,375.00
Full Page, Black and White		7-1/4" x 10"	950.00
One-Half Page Horizontal	Four Color	7-1/4" x 4-3/4"	800.00
One-Half Page Horizontal, Black and White		7-1/4" x 4-3/4"	500.00
One-Half Page Vertical, Black and White		3-1/2" x 9-3/4"	500.00
One-Quarter Page, Black and White		3-1/2" x 4-3/4"	350.00
One-Eighth Page, Black and White		3-1/2" x 2-1/4"	250.00

*Note if Bleed is Desired — 8-3/4" x 11-1/4" † If Bleed is Desired — 17-1/4" x 11-1/4"

OFFSET PRINTING

Authorization and Contract for Advertising in the Syracuse 2021 Program Book

Mail to: **Syracuse 2021 Program Book**
 Syracuse Auto Dealers Association, Inc.
 Regency Towers, 770 James Street
 Syracuse, New York 13203

PLEASE RESERVE THE FOLLOWING SPACE:

	<i>Black and White</i>	<i>Color</i>	<i>Bleed</i>	<i>No Bleed</i>
Back Cover		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Front Cover		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Cover		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Inside Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Center Spread		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-Half Page	Horizontal <input type="checkbox"/> Vertical <input type="checkbox"/>	<input type="checkbox"/>	—	—
One-Quarter Page	<input type="checkbox"/>	—	—	—
One-Eighth Page	<input type="checkbox"/>	—	—	—

Name of Advertiser _____ Telephone _____

Address _____ City _____ State _____ Zip _____

If copy is coming from advertising agency Check here Name of Advertising Agency _____

If copy is coming directly from you Check here Agency Address _____

If you want assistance on your advertising copy..... Check here _____

If payment is enclosed..... Check here _____

Signature of Authorized Person