

**WALLOON LAKE ASSOCIATION AND CONSERVANCY
2020 DIRECTORY ADVERTISING ORDER FORM**

ONCE SIGNED, PLEASE KEEP A COPY OF THIS FORM FOR YOUR RECORDS AS AN INVOICE

Available Ad Sizes and Rates	Prompt Pay Pricing	Payment received 30+ days after order is placed, a 5% late fee will apply
Outside Back Cover - 7 3/4" X 10 1/8"	\$3,000	\$3,150
Inside Back Cover - 7 3/4" X 10 1/8"	\$900	\$945
Inside Front Cover - 7 3/4" X 10 1/8"	\$900	\$945
Center Map Spread - 3" X 4.625"	\$3,000	\$3,150
Full Page - 7 3/4" X 10 1/8"	\$550	\$577
1/2 Page (Horizontal) - 7 3/4" X 5"	\$300	\$315
1/4 Page - 3 3/4" X 5"	\$165	\$173
1/8 Page - 3 3/4" X 2 7/16"	\$110	\$115

Advertiser to fill out this section:

Business Name: _____

Contact Name/Email Address: _____

Address: _____

2020 Directory ad size order: _____

2020 ad copy (Check one): Repeat 2019 ad (Only if same size space is ordered for 2020)

New copy to come

Advertiser understands that:

They will provide camera-ready art for their ad; electronic/digital format is preferred. If there are any special logos, art, illustrations, type, or design elements involved, they will supply them with the ad copy. A thin border with 1/8" radius corners will surround each ad.

2019 advertisers' space will be reserved until February 10, 2020

Deadline for all ad copy is February 21, 2020

WLAC will send all ad proofs electronically. (Please be sure to supply email address)

Please submit payment for ad space with this order

Signed: _____

Date: _____

Please return this order with your check to:

Walloon Lake Association and Conservancy | P. O. Box 579 | Walloon Lake, MI 49796