

DISPLAY ADVERTISING ORDER FORM

DISPLAY ADVERTISING SALES:

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Print this form and fax or mail to Lionheart Publishing / Fax: 888-802-1249

COMPANY / FARM: _____
 NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: _____ FAX: _____
 EMAIL: _____

ADVERTISING RATES

	4 color b&w	Quantity	Total \$ of ads placed
Two Page Spread	\$925 \$648	_____ x _____ =	_____
Full Page	\$500 \$350	_____ x _____ =	_____
Two-Third Page	\$425 \$298	_____ x _____ =	_____
Half Page Island	\$325 \$228	_____ x _____ =	_____
Half Page	\$275 \$193	_____ x _____ =	_____
Third Page	\$255 \$179	_____ x _____ =	_____
Quarter Page	\$165 \$116	_____ x _____ =	_____
Outside Back Cover \$800		_____ x _____ =	_____
Inside Front and Inside Back Cover \$600		_____ x _____ =	_____
Page One and Opposite Contents \$600		_____ x _____ =	_____
Center Spread \$1,100		_____ x _____ =	_____
Front Cover (including one inside page) \$1,800		_____ x _____ =	_____
Front Cover only \$1,500		_____ x _____ =	_____

*Front cover will be sold on a per issue basis at Publisher's discretion. One cover per year per advertiser.

*Covers and special positions must be full-page, four-color and booked for all issues.

*Non IALHA members add 20% to advertising rates.

FREQUENCY DISCOUNT OF 10% OFF ADDITIONAL PAGES OF 3 OR MORE PAGES IN A YEAR

PAYMENT INFORMATION

SENDING CHECK FOR PAYMENT: YES () NO () OR PROVIDE:
 CREDIT CARD INFORMATION: VISA () MC () AMEX () DISCOVER ()
 CARD # _____ EXP DATE: _____
 CV2 CODE/SECURE CODE _____

PAYPAL – SUBMIT PAYPAL PAYMENTS TO: PCURRIE@LIONHRTPUB.COM

AUTHORIZED SIGNATURE (Required) _____ DATE _____

SEND ALL PAYMENTS AND ADVERTISEMENTS TO:

Lionheart Publishing, Inc. | 506 Roswell Street, Suite 220 | Marietta, GA 30060

Phone: 770-431-0867 | Toll-free: 888-303-5639 | Fax: 770-432-6969

Email payment information to: pcurrie@lionhrtpub.com | Email advertising information to: production@lionhrtpub.com

2012 ORDER FORM

These rates do not include design fees. Design is available at \$80 per hour. All display ads may be submitted via CD or email (up to 10 megabytes) to: production@lionhrtpub.com. Over 10 megabytes may be sent via www.yousendit.com a free FTP server or you can call for our ftp site upload instructions.

DIGITAL SPECIFICATIONS:

1. Accepted formats: PDF, EPS, TIF, JPG, or Quark 7.0 or lower. Note JPGs should be higher DPI. Embed all fonts and supply graphics and fonts if in Quark. (We prefer PDF CMYK 300 DPI Fonts embedded. Distill your project at Press Quality settings.)
2. Color ads: CMYK, 300 DPI resolution
3. Fonts: convert to outline, embed all fonts
4. ALL ads must be accompanied by a proof! We are not responsible for correctness of ads arriving without a proof!
5. Any ads not arriving in the correct format will be charged an additional set-up fee.

MECHANICAL SPECS

	LIVE AREA	TRIM SIZE	BLEED
TWO PAGE SPREAD	15-1/2" x 10-3/8"	17" x 10-7/8"	17-1/4" x 11-1/8"
FULL PAGE (BLEED)	7-3/4" x 10-3/8"	8-1/2" x 10-7/8"	8-3/4" x 11-1/8"
FULL PAGE (NON-BLEED)	7" x 10"		
TWO-THIRD PAGE	4-9/16" x 10"		
HALF PAGE VERTICAL	3-3/8" x 10"		
HALF PAGE ISLAND	4-9/16" x 7-1/2"		
HALF PAGE HORIZONTAL	7" x 4-7/8"		
THIRD PAGE VERTICAL	2-1/4" x 10"		
THIRD SQUARE	4-9/16" x 4-7/8"		
QUARTER PAGE	3-3/8" x 4-7/8"		

**Please note: mechanical spec sizes have changed.*

