

# Valley Builder Newsletter - 2010 Advertising

## Frequency, Rates & Dimensions *(Valley Builder is published four times per year.)*

	Full page - 7.25" wide x 10" high	1/2 page - 7.25" wide x 4.75" high	1/4 page - 3.75" wide x 4.75" high	1/8 page - 3.75" wide x 2.25" high
<b>Ad Rate</b> <small>Purchase in advance and save!</small>	\$220	\$180	\$140	\$100
2 issues	\$420	\$340	\$260	\$180
4 issues	\$800	\$640	\$480	\$320

### Contact Information

Company: \_\_\_\_\_ Advertising Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature of VHBA Member of Record: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment Information

Size: \_\_\_\_\_ Winter \_\_\_\_\_ Spring \_\_\_\_\_ Summer \_\_\_\_\_ Fall Total Due: \$ \_\_\_\_\_

Check Enclosed (payable to VHBA)    Payment Via Credit Card:     MasterCard     VISA    CRV: \_\_\_\_\_ (3-digit code on back)

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ Billing Address of CC Owner: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_



#### GENERAL INFO

*Valley Builder* advertising is available only to VHBA members. Members may only advertise the products/services in which the member company sells/represents.

**Ads Files:** Advertisers are encouraged to electronically submit press quality PDF, TIFF, or EPS files that contain high resolution (300 dpi) grayscale images with embedded or outlined fonts. Collected QuarkXPress 6.2 (or lower) and Adobe InDesign CS3 (or lower) files are also accepted.

**Distribution:** *Valley Builder* is published four times per year; Winter (January), Spring (April), Summer (July) and Fall (October), and mailed to all VHBA members.

**Terms:** All rates are net. All advertisements are black and white. Compatible electronic artwork is due by the 10th of the month prior to publication. Ads not compatible must be received by the 1st of the month prior, and will be

created/alterd for \$75. Original art is mailed at the advertiser's risk and returned to advertiser only upon request. No ad shall appear on the front cover. Ad placement is determined by the publisher. Publisher reserves the right to revise rates.

**Copy Approval:** All orders are subject to VHBA's acceptance. VHBA reserves the right to reject or cancel advertising for any reason, including any advertisement which in the opinion of VHBA does not conform to the standards of the publication. All advertisements are accepted and published by VHBA upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be guaranteed by the advertiser and agency that they have obtained written consent for the use in the advertisement of the name, picture and/or

testimonial of any living person contained therein. VHBA works to ensure accuracy of all advertisements and shall not be liable for any damages, including consequential damages, if for any reason VHBA fails to publish an advertisement or publishes an advertisement with errors or omissions.

#### PAYMENT & AD CONTACT INFO

**Agreement:** The VHBA member of record must sign this agreement; for information regarding a company's member of record, contact VHBA.

**Payment:** Ad placement will be granted when payment is received. To receive discounted advance rates, payment must be submitted in full.

**Advertising Contact:** Direct questions and submit advertisements to Director Member Services, at [megan@vhba.com](mailto:megan@vhba.com) or (920) 731-7931. You may fax the contract to (920) 731-7968 and/or mail materials to VHBA, 920 W. Association Dr., Appleton WI 54914.