



2017-2018 INSERTION ORDER FORM

Advertiser _____
 Contact Name _____
 Address _____
 City/State/Zip _____

Phone Number _____
 Alt. Phone Number _____
 E-mail: _____

	Summer 2017	Fall/Winter 2017	Spring 2018
Space Reservation:	07/11/17	10/10/17	03/06/18
Copy/Art Due:	07/18/17	10/17/17	03/13/18
Distribution:	08/24/17	11/18/17	04/19/18

Insertion Date	Ad Size (see below)	Price	Description/Notes
Summer 2017			
Fall 2017			
Spring 2018			

Make checks payable to “Golden West Region 21” and mail with your insertion order—must be received by the “Space Reservation” deadline—to *Golden West Magazine* c/o KAL Publications, Inc.
 559 S. Harbor Blvd. Ste. A, Anaheim, CA 92805.

ADVERTISING RATES and MECHANICAL REQUIREMENTS

RATE CARD – Effective May 1, 2017

For non-standard size ads, contact the editor for availability and pricing.

Ad Size (non-cover ads are no trim, no bleed)	Width” x Height”	Rate (per issue)
Outside Back Cover Full Page*	8.50” x 11.00”	\$150.00
Inside Cover Full Page*	8.50” x 11.00”	\$150.00
Full Page	7.75” x 10.25”	\$100.00
1/2 Page Horizontal	7.75” x 5.00”	\$50.00
1/2 Page Vertical	3.75” x 10.25”	\$50.00
1/2 Page Island	5.00” x 7.75”	\$50.00
1/4 Page Horizontal	5.00” x 3.75”	\$30.00
1/4 Page Vertical	3.75” x 5.00”	\$30.00
Business Card	3.50” x 2.00”	\$20.00
Love Notes/Classified Ads	per 25 words	\$5.00

*Contact editor for availability; use a minimum 1/4” margin for all text/content; 3-sided bleed available, add 1/8” trim per side if ad uses bleed.