

# ADVERTISING INSERTION ORDER FORM

## THE AMERICAN GUILD OF ORGANISTS

Lexington Kentucky Chapter

Send this completed form to: c/o Maxwell Street Presbyterian Church \* 180 E. Maxwell St. \* Lexington, KY 40508

**Deadline to submit ad for Yearbook: Sept. 1, 2007**  
**Deadline to submit ad for Newsletter: 25<sup>th</sup> of each month**

Choose one of the following options below: Option A, Option B or Option C

**A. We choose to advertise in ten issues of the AGO newsletter, Principal Pipings, to receive a free display ad in the Annual AGO Yearbook. We have checked the following box with the corresponding ad size:**

**Ad Size**                      **10 issues**

- 5.5" x 6.5"              \$195 (includes a free, full-page ad in Yearbook)
- 3.5" x 5"                \$130 (includes a free, half-page ad in Yearbook)
- 1.75" x 5"                \$ 98 (includes a free, one-third page ad in Yearbook)

**B. We choose to advertise only in the AGO newsletter, Principal Pipings. We have checked the following boxes to reserve our ad space:**

<u>Ad Size</u>	<u>Monthly</u>	<u>5 issues</u>	<u>8 issues</u>	<u>We choose these months:</u>
5.5" w x 6.5" h	<input type="checkbox"/> \$35	<input type="checkbox"/> \$113	<input type="checkbox"/> \$168	<input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
3.5" w x 5" h	<input type="checkbox"/> \$25	<input type="checkbox"/> \$75	<input type="checkbox"/> \$112	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May
1.75" w x 5" h	<input type="checkbox"/> \$20	<input type="checkbox"/> \$56	<input type="checkbox"/> \$84	

**C. We have checked one of the following boxes to reserve ad space in the AGO Yearbook only:**

<u>Format</u>	<u>Ad Size</u>	<u>Rates</u>
<input type="checkbox"/> Full page, outside cover	5" w x 8" h	\$80
<input type="checkbox"/> Full page, inside cover	5" w x 8" h	\$70
<input type="checkbox"/> Full page, inside placement	5" w x 8" h	\$60
<input type="checkbox"/> Half-page	5" w x 4" h or 2.5" w x 8" h	\$40
<input type="checkbox"/> One-third page	5" w x 2.5" h or 2.5" w x 5" h	\$30

**We will provide our black and white ad copy as follows:**

- Digital format (preferred) in JPEG, TIF, EPS, GIF, PDF, HTML, other \_\_\_\_\_ (submit ads at 100% of the space they will display; submit both the electronic file and hardcopy)
- Mechanical format, camera-ready (scans must be at 300 dpi for grayscale images and 1200 dpi for line art)

**We have included our check for the above display ads payable to: AGO-Lexington Kentucky**

Complete the form below

contact person \_\_\_\_\_ title \_\_\_\_\_ date \_\_\_\_\_

business name \_\_\_\_\_

business address \_\_\_\_\_ city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

business phone (w/area code) \_\_\_\_\_ e-mail address \_\_\_\_\_