Southwest Image

Advertising Rates

Deadlines: 45 days prior to the date/month of publication (shown in parenthesis). The *Southwest Image* will be published three times a year:

March 15 (February 1)
July 15 (June 1)
November 15 (October 1)

Questions? Call Don Hayden at (918) 742-3002
imagerybyhayden@sbcglobal.net

Covers (Color Ad)	1 Issue	Full Year
Back Outside - 8½x9	NA	$2,400
Front Inside - 8½x11	NA	$1,800
Back Inside - 8½x11	NA	$1,600
Inside Pages (Color Ad)	**1 Issue**	**Full Year**
Full Page - 7½x 10	$486	$1,250
3/4 Page - 4¾x10	$385	$ 985
1/2 Page - 7½x4¾	$297	$ 756
1/3 Page - 4¾x4¾	$243	$ 627
1/4 Page - 5x3½	$216	$ 485
Inside Pages (B/W Ad)	**1 Issue**	**Full Year**
Full Page - 7½x 10	$360	$ 925
3/4 Page - 4¾x10	$285	$ 730
1/2 Page - 7½x4¾	$220	$ 560
1/3 Page - 4¾x4¾	$180	$ 465
1/4 Page - 5x3½	$160	$ 360

SWPPA Mailing List (Approximately 3,000 names & E-mail addresses)

For only $150 per year, with the purchase of any Full Year ad, you may receive a membership mailing list e-mailed in Excel format approximately 30 days after each issue of the magazine is mailed.

Important Note

Ads may be e-mailed as an attachment in .jpg or .tif format (300 dpi) or high res. pdf file or sent on a CD.

Deadlines posted are for ads we **already know are coming** and have already set aside space for. If you are a new customer and wait until the deadline to decide to run an ad, there will be no space available. We do our layout weeks before the deadline.

Return this Portion

INSERTION ORDER

(Please Check Appropriate Boxes)

Rate
- ☐ 1 Issue
- ☐ Full Year

Start
- ☐ Next Available Issue
- ☐ Other

Ad size:
- ☐ Cover
- ☐ Full Page
- ☐ 3/4 Page
- ☐ 1/2 Page
- ☐ 1/4 Page
- ☐ Mailing List

Colors:
- ☐ 4-Color
- ☐ B/W

Business Name_____
Address_____
_____
Contact_____
Phone #_____
E-mail_____

Authorized by: _____

Date: _____

This order form with **PAYMENT IN FULL** must be completed, signed and returned. Checks made payable to **SWPPA**.

Mail To: Don Hayden, Editor 3414 S. Yale Ave., Ste. B, Tulsa, OK 74135 (918) 742-3002 imagerybyhayden@sbcglobal.net

DELINQUENT ACCOUNTS AND AD CANCELLATION POLICY: Ads cancelled prior to the final scheduled issue will be re-billed at the "one time rate" (1X rate). That rate will be applied to all ads published to that point under the present insertion order. For example: If the insertion order is for a 1/4 page, black ink ad, at the full year rate of $360, but is cancelled after the second publication, the two ads will be re-billed at the "one time rate" of $160 per issue, plus any and all late charges. Accounts delinquent after 60 days will not be permitted access to SWPPA or TPPA Trade Shows until balance, plus late fee, is paid in full. REMEMBER: If you send this insertion order and don't send an ad by publication deadline, you will be charged for the ad space anyway. Thank you.