



## 2011-2012 INSERTION ORDER FORM

Advertiser \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_  
 Alt. Phone Number \_\_\_\_\_  
 E-mail: \_\_\_\_\_

	Summer 2011	Fall 2011	Spring 2012
<b>Space Reservation:</b>	07/06/11	10/19/11	03/27/12
<b>Copy/Art Due:</b>	07/13/11	10/26/11	04/03/12
<b>Distribution:</b>	08/05/11	11/18/11	04/26/12

Insertion Date	Ad Size (see below)	Price	Description/Notes
Summer 2011			
Fall 2011			
Spring 2012			

Make checks payable to "Golden West Region 21" and mail with your insertion order to 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, 2011*

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

Ad Size <small>(non-cover ads are no trim, no bleed)</small>	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; 3-sided bleed available, add 1/8" trim per side if ad uses bleed.