

Office use:

Date Rec'd:

UU WORLD

THE MAGAZINE OF THE UNITARIAN UNIVERSALIST ASSOCIATION OF CONGREGATIONS

Office use:

Issue:

Runs Thru:

Rate Card/Price:

Display Advertisement Reservation Form

Organization or Business Name: _____

Contact Person: _____

Phone number: () - Fax: () -

E-mail address: _____ UUA Account # _____

Billing address: _____

City: _____ State: _____ Zip: _____

Advertisement Details

- This is a new advertisement.
- Please re-run the advertisement we last placed in the Spring; Summer; Fall; Winter; of 200__

Please place my display ad in the...

| Issue(s) | Space/Materials Deadline | Approximate Mail Date |
|---------------------------------|--------------------------|-----------------------|
| <input type="checkbox"/> Spring | December 15 | February 15 |
| <input type="checkbox"/> Summer | March 15 | May 15 |
| <input type="checkbox"/> Fall | June 15 | August 15 |
| <input type="checkbox"/> Winter | September 1 | November 1 |

I am placing my ad in FOUR (4) **consecutive** issues; please apply the applicable discount (*affiliate advertisers excluded*)

| Color | B&W | Size | Select Orientation | | | |
|--------------------------|--------------------------|-------------------------------|--|-----------------------------------|-------------------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Full page inside front cover* | } * Please note that while B&W is available for cover ads, there is no price differential from color prices. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | Full page inside back cover* | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | Full page back cover* | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | Full page (within magazine) | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | Double page spread | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | Two thirds page (2/3) | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | One half page (1/2) | <input type="checkbox"/> Tall | <input type="checkbox"/> Vertical | <input type="checkbox"/> Horizontal | |
| <input type="checkbox"/> | <input type="checkbox"/> | One third page (1/3) | <input type="checkbox"/> Square | <input type="checkbox"/> Vertical | | |
| N/A | <input type="checkbox"/> | One sixth page (1/6) | | <input type="checkbox"/> Vertical | <input type="checkbox"/> Horizontal | |
| N/A | <input type="checkbox"/> | One twelfth page (1/12) | | | | |

I will design my ad or have it designed professionally. My designer and I both have a copy of *UU World's* format specifications and will submit materials that conform to these specs, by the deadlines specified above.

Please enter designer's or design firm's contact information here:

Name: _____ Phone: () - ext. _____

I request referrals to qualified graphic designers who are able to meet *UU World's* format specifications. I understand that as the advertiser, I will be contracting directly with the graphic designer of my choice, and that *UU World* will not be involved in this process. I will submit all ad materials by the deadlines specified above.

Office use: Your rate for the advertisement(s) specified above is _____ per issue of *UU World*.

| | | | | |
|-----------------------------|--|-------------------------------------|-------------------------------|--------------------------------|
| Payment Method: | <input type="checkbox"/> Check made payable to <i>UU World</i> | <input type="checkbox"/> MasterCard | <input type="checkbox"/> Visa | PAID / / \$ _____ |
| Name as it appears on card: | _____ | | | |
| Card Number†: | _____ - _____ - _____ | Expiration date: | ____ / ____ / 200__ | |

† Credit card number may be phoned in if preferred.

Office use: Advance payment Invoice immediately Invoice at issue date Internal Transfer Full pmt Per issue pmt

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