

2007 WFA Advertising Insertion Order

Organization Name: _____ **Contact:** _____

Please check each applicable item: WFA Member Exhibitor Ad Agency

Please be sure to completely fill out and initial/sign BOTH PAGES.

FAIR DEALER

Ad Run: Contract Issue (4 issues)
 3 issues
 2 issues
 1 issue

Specify Issue(s): Spring (Post-Convention)
 Summer (Fair Season)
 Fall (Pre-Convention)
 Winter (Convention)

Ad Size:

- Outside Back Cover (4-color)
- Inside Covers (black/white)
- Full page (4-color)
- Full page (black/white)
- ½ page (4-color)
- ½ page (black/white)
- 1/3 page (black/white)
- 1/4 page (black/white)
- 1/6 page (black/white)

Member Rates

Single Issue	Contract Issue
\$800	\$680
\$600	\$510
\$650	\$552
\$450	\$382
\$550	\$467
\$300	\$255
\$225	\$191
\$200	\$170
\$150	\$128

Non-Member Rates

Single Issue	Contract Issue
\$1,200	\$1,020
\$900	\$765
\$1,000	\$850
\$621	\$528
\$854	\$726
\$467	\$397
\$311	\$264
\$290	\$247
\$215	\$183

Subtotal: _____

MINUS Date List , Anniversary, Recognition, Exhibitor or Agency Disc.* (See pgs. 3 & 9 of Media Kit): _____

PLUS Special Placement Fee - \$100: _____

Fair Dealer TOTAL: _____

* Fair Dealer discounts can not be combined with other discounts or contract rates. Invoice must be paid within 30 days of receipt to qualify for discount.

DATE LIST & MEMBERSHIP DIRECTORY

Cover:** Outside Back \$2,000 Inside Front Cover \$1,500 Inside Back Cover \$1,500

	Member Rates	Non-Member Rates
Dividers: <input type="checkbox"/> Full page (4-color)	\$1,300	\$1,750
<input type="checkbox"/> Full page (spot color)	\$1,050	\$1,500
<input type="checkbox"/> Full page (black/white)	\$850	\$1,300

Ad Location: *List your 1st, 2nd, and 3rd choice position on locations*

Business Dividers

- ___ **Membership Services:** Frt Bk
- ___ **Fairs:** Frt Bk
- ___ **Calendar:** Frt Bk
- ___ **Service Members:** Frt Bk
- ___ **Index:** Frt Bk
- ___ **Forms:** Frt Bk

Yellow Page Dividers

- ___ **Carnivals:** Frt Bk
- ___ **Commercial Exhibits:** Frt Bk
- ___ **Entertainment:** Frt Bk
- ___ **Food & Beverage:** Frt Bk
- ___ **Services & Suppliers:** Frt Bk
- ___ **Affiliates:** Frt Bk

Calendar Ads: Member Rate \$250 Non-Member Rate \$350

List your 1st, 2nd, and 3rd choice position on locations

___ January ___ February ___ March ___ April ___ May ___ June
 ___ July ___ August ___ September ___ October ___ November ___ December

Yellow Page Ads:** *Your yellow page ad will run adjacent to your WFA member listing*

Ad Size: Full pg. (black/white) \$500 ½ pg. (black/white) \$375 2" x 3½" (black/white) \$200

****Must be a member to advertise in these sections**

Date List TOTAL: _____

PAGE 1 SUBTOTAL *:** _____

***Please also complete and sign bottom of page 2 to authorize order

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MINI-DATE LIST & DIRECTORY**

- Ad Size:** Full page outside back cover (4-color) \$1,600
 Full page inside cover (4-color) \$1,200
 Full page (black/white) \$500

**Must be a member to advertise in this section

Mini-Date List TOTAL: _____

CONVENTION PROGRAM GUIDE

- | Ad Size: | Member Rates | Non-Member Rates |
|------------------------------------------------------------------------|--------------|------------------|
| <input type="checkbox"/> Full page outside back cover (4-color) | \$1,100 | \$1,600 |
| <input type="checkbox"/> Full page inside front cover (black/white)*** | \$750 | \$1,000 |
| <input type="checkbox"/> Full page inside back cover (black/white)*** | \$750 | \$1,000 |
| <input type="checkbox"/> Full page (black/white) | \$300 | \$350 |
| <input type="checkbox"/> 1/2 page (black/white) | \$200 | \$250 |

***Call for 4-color ad quote

Program Guide TOTAL: _____

CONVENTION PROGRAM POCKET GUIDE

- | | Member Rate | Non-Member Rate |
|---------------------------------------------------------------------|-------------|-----------------|
| <input type="checkbox"/> Full page outside back cover (black/white) | \$400 | \$700 |

Program Pocket Guide TOTAL: _____

WEBSITE ADVERTISING

- | | Member Rate (Per Month) |
|-------------------------------------------------------|-------------------------|
| <input type="checkbox"/> Full Banner | \$300 |
| <input type="checkbox"/> Half Banner | \$200 |
| <input type="checkbox"/> Large Box | \$250 |
| <input type="checkbox"/> Small Box | \$150 |
| <input type="checkbox"/> PLUS Home Page Placement Fee | \$200 |

Website Ad TOTAL: _____

CONVENTION DELEGATE BINDER

- | Ad Size: | Member Rate | Non-Member Rate |
|---------------------------------------------------------------|-------------|-----------------|
| <input type="checkbox"/> Full page back divider (black/white) | \$250 | \$400 |
- Ad Location:** ___ Info ___ Sun ___ Mon ___ Tues ___ Wed

Delegate Binder TOTAL: _____

PAGE 2 SUBTOTAL: _____

GRAND TOTAL: _____ **AUTHORIZ. SIGNATURE:** _____

Payment

Check Amount: \$ _____ Check # _____

Visa MasterCard American Express

Amount: \$ _____ Account #: _____ Exp.: _____

Name on Card: _____ Auth. Signature: _____

Company _____ **Advertising Agency** _____

Contact Name _____ **Contact Name** _____

Address _____ **Address** _____

City _____ **State** _____ **Zip** _____ **City** _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **Phone** _____ **Fax** _____

Return Form To:
Western Fairs Association • Attn: Advertising • 1776 Tribute Road, Suite 210 • Sacramento, CA 95815-4495
 Phone: 916/927-3100 • Fax: 916/927-6397 • Email: SarahR@fairsnet.org