



AN AFRICAN AMERICAN POINT OF VIEW

688 Boston Road • Suite B • Springfield, MA 01119
Tel: (413) 796-1500 • Fax: (413) 796-6100
www.afampointofview.com

2012 ADVERTISING ORDER FORM

(Ads must be rec'd by the 15th of the month for placement in the next month's issue.)

Please fill out this form and return it with your "camera-ready" ad. Your ad must be e-mailed to: ads@afampointofview.com as a "pdf," "jpeg," "tiff" or computer-generated and given to us on CD or disc.

Business Name: _____ Telephone No.: _____

Address: _____

Authorized by: _____
Street City State Zip Code
Print Name Email Address Date

| | |
|---|-----------------------|
| WE ACCEPT MC, VISA, DISCOVER, AMERICAN EXPRESS | |
| Card #: _____ | Expiration Date _____ |
| Card Type: <input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> Am. Express | |
| Print Name of Cardholder: _____ | |
| Cardholder Signature _____ | |

| Ad Size | | Cost Per Issue | Publication Dates | Total Due/% Off |
|-------------------|--|----------------|-------------------|-----------------|
| { } Business Card | 3.25"x 2" | \$ 50.00 | _____ | \$ |
| { } Special Size | 3.25"x 2.5" | \$ 75.00 | _____ | \$ |
| { } Coupon Size | 5"x 2" | \$ 150.00 | _____ | \$ |
| { } 1/8 Page | 5"x 3.125" | \$ 275.00 | _____ | \$ |
| { } Banner Size | 10.25"x 2" | \$ 325.00 | _____ | \$ |
| { } 1/4 Page | 5"x 6.25" | \$ 450.00 | _____ | \$ |
| { } 1/2 Page | 5"x 12.5" or 10.25" x 6.25" | \$ 750.00 | _____ | \$ |
| { } 3/4 Page | 10.25" x 9.375" | \$ 1,000.00 | _____ | \$ |
| { } Full Page | 10.25" x 12.5" | \$ 1,200.00 | _____ | \$ |
| { } Inserts | 16,000 units | \$ 1,200.00 | _____ | \$ |
| { } Classified: | \$14.00 1 st 20 words--\$.60/word over 20 | | _____ | \$ |

* Full Page Back Cover--\$1,400.00; Full Page Inside Front or Inside Back Cover--\$1,300.00*
 Half Page Inside Front or Inside Back Cover--\$850.00
 For 1 spot COLOR ads, add \$125.00 to cost of full page ad; \$62.50 to half page ad cost, etc.
 ****For full COLOR ads, add \$400.00 to cost of full page ad; \$200.00 to half page ad cost, etc.****

DEDUCT 10% off rate if advertising in 12 ISSUES--(Business Cards & Special Size Ads EXCLUDED)
DEDUCT 5% off rate if advertising in 6 ISSUES--(Business Cards & Special Size Ads EXCLUDED)
DEDUCT 5% off rate if you are a NON-PROFIT ORGANIZATION (except for Business Card Ads)

Payment made by: { } Cash { } Check { } Credit Card { } Invoice

Total Amount Enclosed: \$ _____ Ad Attached: ___ Yes ___ No Date Rec'd: _____