

## Insertion Order

Campaign/Client: \_\_\_\_\_

Publish insertion(s) in the month of:

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

### Ad Format and Specifications

<p>Full page \$1,800/mo.</p> <p>12" x 10.874" <input type="checkbox"/></p>	<p><input type="checkbox"/> Back cover <input type="checkbox"/> Inner cover \$2,160/mo.</p> <p>12" x 10.874" <input type="checkbox"/></p>	<p>Half page \$900/mo.</p> <p>6" x 10.874" <input type="checkbox"/></p>	<p>Half page \$900/mo.</p> <p>12" x 5.3" <input type="checkbox"/></p>	<p>Quarter page \$450/mo.</p> <p>6" x 5.3" <input type="checkbox"/></p>
<p>Quarter page \$450/mo.</p> <p>3" x 10.874" <input type="checkbox"/></p>	<p>\$300/mo.</p> <p>2" x 10.874" <input type="checkbox"/></p>	<p>\$243.75/mo.</p> <p>3.25" x 5.3" <input type="checkbox"/></p>	<p>\$200/mo.</p> <p>4" x 3.5" <input type="checkbox"/></p>	<p>\$100/mo.</p> <p>2" x 3.5" <input type="checkbox"/></p>

**RATES ARE NET. 10% DISCOUNT ON PREPAID ADS.**

Position:  ROP     Special - add \$5.00/column inch (pg. no. \_\_\_)     Calendar center spread \$2,800/mo

Insertion Rate: \_\_\_\_\_

Graphic Design:

- Provided by client or ad agency  
 Created by Art Dept. of La Regata  
 (quoted separately)

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*Rates based on \$25/column-inch as of January 2009  
 All insertions are made in "full color"  
 Pricing subject to change*

Client Information:

Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_

Total charge: \_\_\_\_\_

Payment Method:     Cash     Check  
                                   Visa     Master Card

Card number: \_\_\_\_\_

Exp. date: \_\_\_\_\_

Sec. number: \_\_\_\_\_

*Prepaid insertions receive a 10% discount*

\_\_\_\_\_  
 Sales signature

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Client signature