



# ADVERTISING 2009-2010 ISMA YEARBOOK

The 2009-10 ISMA Yearbook is now being compiled for publication and sale at the first race of the 2010 ISMA season. If you are a past advertiser in this publication, you will find your ad enclosed. Indicate below whether the ad is to be run again this year and if so, if there are any changes to be made. You may enclose a check made out to ISMA if you would like. The rates for ads are listed below. Make any changes or corrections to the ad and send back to one of the addresses below.

If you are a NEW advertiser, the back of this sheet shows the sizes of ads available in the book. Please use this information to gauge what you can fit in the ad size you chose. We will be happy to lay out and design your ad. If you'd like a proof of the ad and it is received in time, please include your email address for us to send a pdf or a fax number where we can send a copy. Camera ready ads may be sent as a high quality or press quality pdf. We have other formats available, but it is easier to call Carol for details. We also have several FTP and drop box capabilities to upload large files. Instructions will be sent if you call or email Carol. Deadlines for the advertising will be April 21, 2010 (first race is May 2 this year).

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP OR POSTAL CODE: \_\_\_\_\_

## CHECK AD SIZE

1/8 _____	\$75.00 _____	THIS AD IS:
1/4 _____	\$100.00 _____	SAME _____
1/2 _____	\$125.00 _____	HAS CHANGES* _____
FULL _____	\$175.00 _____	NEW _____

INSIDE COVER: front or back. Call for availability. \$225 \_\_\_\_\_ (call for 4-color price)

AMOUNT ENCLOSED /BILL ME \_\_\_\_\_ Make check or MO payable to ISMA

(credit cards may be accepted... call Delores)

\* Changes to ad can be listed below or on the back of this sheet

SEND TO:  
ATT: Carol D Haynes  
c/o ISMA Yearbook  
Mitchell's Speedway Press  
PO Box 2006 or PO Box 815  
Oswego, NY 13126  
315-342-1363/315-343-3531  
315-343-3577 fax  
email: cdhaynes@twcny.rr.com

OR  
DELORES MURPHY  
530 Co. Route #4 or  
PO Box 633  
Central Square, NY 13036  
315-668-0068  
315-243-8324 cell

1/8 page  
3.75w x 2.50h

HALF  
7.775w x 5.125 h

Half can also be  
vertical  
3.75w x 10.25h

1/4 page  
Vertical  
3.75w x 5.125h

FULL PAGE  
includes whole large  
bordered area

7.75w X 10.25h

1/4 page horizontal  
7.75w x 2.50h