



ADVERTISING 2016-2017 ISMA YEARBOOK And Website Ads

The 2016-17 ISMA Yearbook is now being compiled for publication and sale at the first race of the 2017 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 need to enclose a check made out to ISMA before we can run the ad. The rates for ads are listed below. Make any changes or corrections to your former 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 pdf. We have other formats available, but it is easier to call Carol for details. We also have several other capabilities to upload large files. Instructions will be sent if you call or email Carol. Final deadline for the advertising will be May 5, 2017

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP OR POSTAL CODE: _____

CHECK AD SIZE

1/8 PAGE(\$75.00) _____

1/4 PAGE (\$100.00) _____

1/2 PAGE (\$125.00) _____

FULL PAGE (\$175.00) _____

THIS AD IS:

SAME _____

HAS CHANGES* _____

NEW _____

INSIDE COVER: front or back. Call for availability. \$225

OUTSIDE BACK is also taken for 2017

AMOUNT ENCLOSED (Form and payment should accompany ad) _____ Make check or
MO payable to ISMA Ccredit Cards may be accepted... call Kathy)

For Ad specifications or change information

Carol D Haynes
email: cdhaynes@twcny.rr.com
315-342-1363/315-343-3531 ph
315-342-7418 fax
cell: (315) 236-0205

For mailing of forms, checks, send to:

ISMA
PO Box 5157
Oswego, NY 13126

KATHY HARRINGTON
(315) 529-2031
harrington51@hotmail.com

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

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