



## **OBSERVATIONS NEWSLETTER**

### **2008 Advertising Rate Sheet**

<u>Ad Size</u>	<u>Trim Size</u>	<u>Three Issue (Winter; Spring; Fall)</u>
Full Page (b&w)	8 x 10 1/4	\$1800
Half Page (b&w)	8 x 5 or 4 x 10 1/4	\$1250
Quarter Page (b&w)	4 x 5	\$900
Full Page – 4 color	8 x 10 1/4	\$2500
Half Page- 4 color	8 x 5 or 4 x 10 1/4	\$1500
Inside Front or Back Cover	8 x 10 1/4	\$2800 (4 color)

***Please circle above the ad size you would like to place.***

***Advertiser must provide disc, film or stat in the appropriate size.***

***Specs: Hi Res PDF, InDesign, Quark 6.0, Photoshop, Illustrator. Please email ads directly to pbrgraphics.com. Go to "Submit your job" and follow directions. If you have any problems, please call Barbara at: 518-458-2909.***

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name of person ordering this insertion: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Please fax this form to the NYSJA Office as soon as possible so that we can reserve your place.

**Fax number: 973-571-9718.**

**NYSJA Phone number: 212-290-1555.**

Method of payment:

\_\_\_ Check for \$ \_\_\_\_\_ payable to NYSJA enclosed

Charge to: \_\_\_ VISA/MC \_\_\_ AMEX \_\_\_ Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on card: \_\_\_\_\_

We appreciate your support of the New York State Jewelers Association. Your participation helps us do more for our members, your customers.