

MHCUG Local Advertising Work Sheet

Date: _____

Company: _____

Address: _____

Contact: _____

Phone: _____

Fax: _____

Advertising is sold by column inch at \$3.30 per column (1 ¹/₁₆" inch, for 2, 3, 4, and 6 column units. Minimum single ad insertion is 10 column inches. **Advertise for 5 months, get 6th month free!**

	1 month	6 months	
Full page 6 columns x 10"	(\$198 reg) 150 <input type="checkbox"/>	(\$990) 750 <input type="checkbox"/>	\$ _____
1/2 page 3 cols x 10" or 6 cols x 5" Note	(\$99 reg) 80 <input type="checkbox"/>	(\$495) 400 <input type="checkbox"/>	_____
1/3 page 4 cols x 5" or 2 cols x 10"	66 <input type="checkbox"/>	330 <input type="checkbox"/>	_____
1/4 page 3 cols x 5" or 6 cols x 2 1/2"	49 ⁵⁰ <input type="checkbox"/>	247 ⁵⁰ <input type="checkbox"/>	_____
1/6 page 4 cols x 2 1/2" or 3 cols x 3 1/3"	33 <input type="checkbox"/>	165 <input type="checkbox"/>	_____

Note **Back cover** (1/2 page) space – add 20% **Page inserts** – \$110 (customer provides copies)

Business card facsimile (3 1/2" x 2"), min. 6 months..... 120 _____

Business card facsimile (3 1/2" x 2"), Special rate for **12 months** 220 _____

Or custom sizes (must be multiple of std. col. wide):

Column inches: _____ x \$3.30 = _____ x 5 _____

10% discount for submitting camera ready (paper or usable file) Total _____

Column sizes: 6 columns = 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " 4 columns = 4 ²³ / ₃₂ " (approx 4 ³ / ₄ "	3 columns = 3 ¹ / ₂ " (std business card 3 ¹ / ₂ " x 2") 2 columns = 2 ¹ / ₄ "
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Copy provided: Camera ready PC Diskette Other: _____

Disk or e-mail file type (PC compatible): _____

I authorize the Mid Hudson Computer User Group to place my ad in the *microCHIP*

Month: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Year: _____

Authorized by: (please print) _____

Signature: _____

Terms For Advertising

Advertising copy to be composed must be received by the first Thursday of the month. All other ad copy must be received by the following (second) Thursday. Ads will be reproduced in black-and-white only.

The *microCHIP* newsletter is **not** responsible for errors in your ad. All ads must be paid for in advance. For advertisers taking advantage of one of the multi insertion discounts, if a new ad is not received by the above mentioned deadline, the previous ad will be run.

The Mid-Hudson Computer User Group reserves the right to refuse any ad for any reason. Send advertising copy and check

for payment to the advertising manager:

Contact the advertising manager for information about placing ads. No guarantees will be made about the quality of faxed ads.

**Make checks payable to:
MH Computer User Group**

MHCUG Advertising – Local Rates

Full page	6 cols x 10" 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " or 7.16") 43p
1/2 page	6 cols x 5" 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " or 7.16") 43p 3 cols x 10" 3 ¹ / ₂ " (or 3.5")
1/3 page	4 cols x 5" 4 ²³ / ₃₂ " (approx 4 ³ / ₄ " or 4.72") 28p4 2 cols x 10" 2 ¹ / ₄ " (or 2.25") 13p8
1/4 page	6 cols x 2 ¹ / ₂ " 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " or 7.16") 43p 3 cols x 5" 3 ¹ / ₂ " (or 3.5") 21p
1/6 page	4 cols x 2 ¹ / ₂ " 4 ²³ / ₃₂ " (approx 4 ³ / ₄ " or 4.72") 28p4 3 cols x 3 ¹ / ₃ " 3 ¹ / ₂ " (or 3.5") 21p
Business card facsimile (3 ¹ / ₂ " x 2")	

Column sizes:

6 cols 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " or 7.16") 43p
4 cols 4 ²³ / ₃₂ " (approx 4 ³ / ₄ " or 4.72") 28p4
3 cols 3 ¹ / ₂ " (or 3.5") 21p
2 cols 2 ¹ / ₄ " (or 2.25") 13p8

**10% Discount
Camera Ready**

**Full page
6 col x 10"
\$150 / \$ 750**

**1/3 page vert
2 col x 10"
(2.25" or 13p8)
\$66 / \$330**

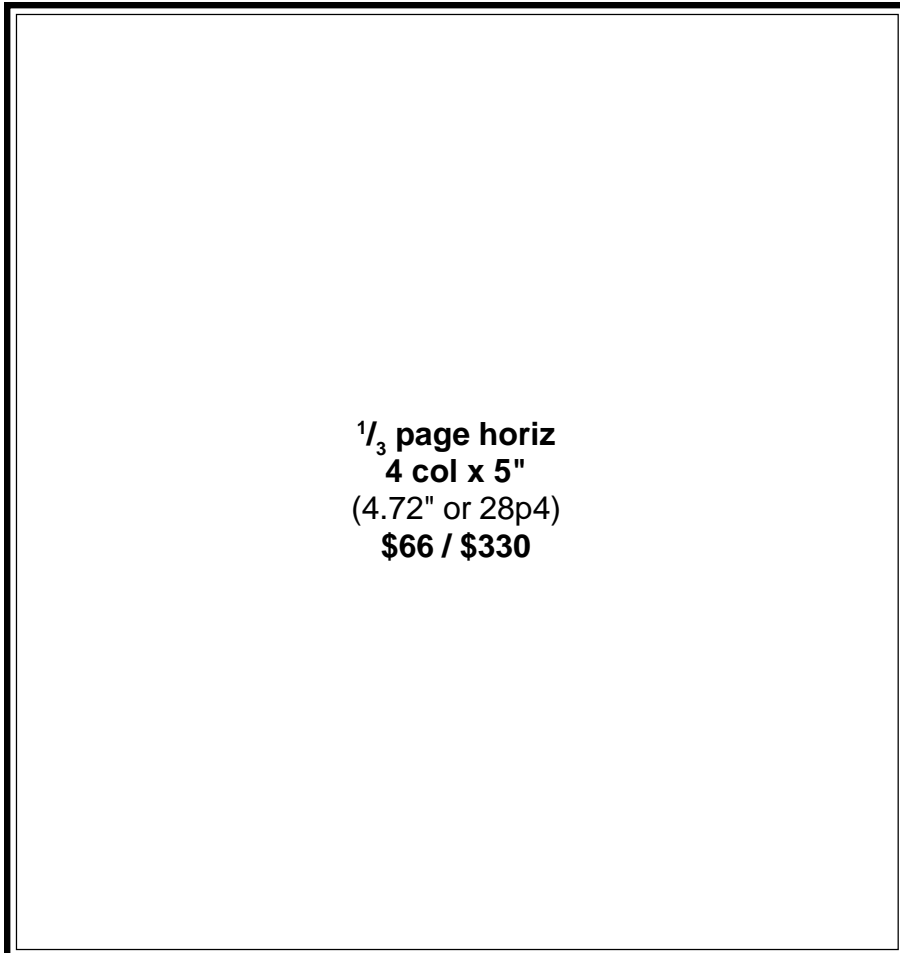
**1/2 page horiz
6 col x 5"
(7.16" or 43p)
\$80 / \$400
\$96 / \$480 cover**

½ page vert
3 col x 10"
(3.5" or 21p)
\$80 / \$400

¼ page
3 col x 5"
(3.5" or 21p)
\$49.50 / \$247.50

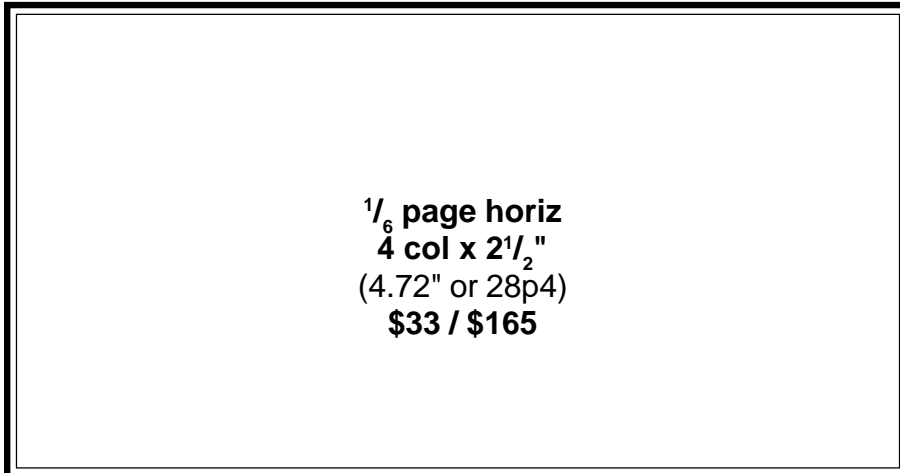
10% Discount
Camera Ready

⅓ page
3 cols x 3½"
(3.5" or 21p)
\$33 / \$165

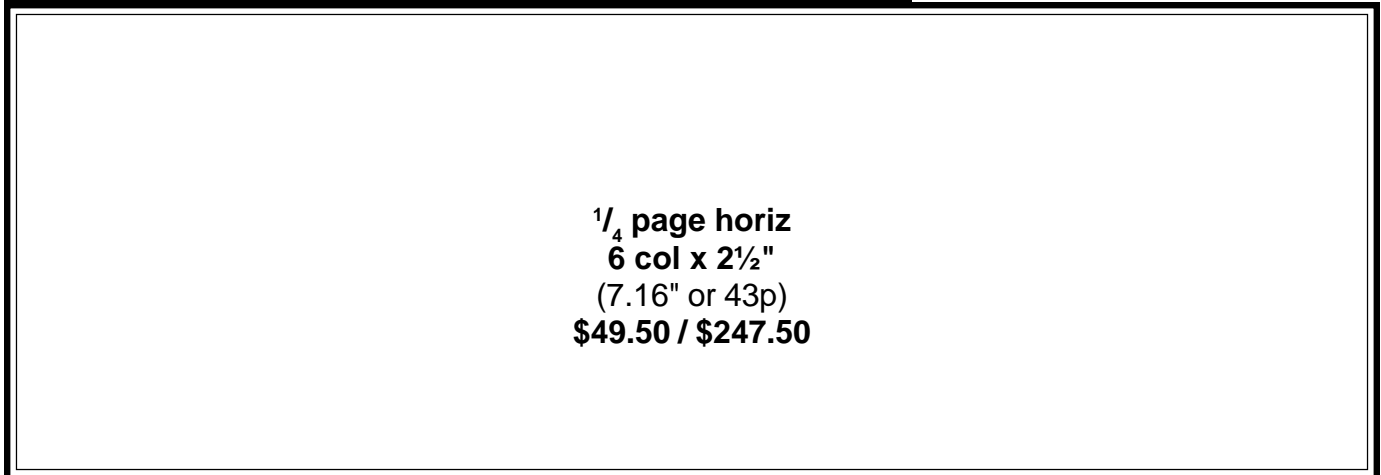


1/3 page horiz
4 col x 5"
(4.72" or 28p4)
\$66 / \$330

10% Discount
Camera Ready



1/6 page horiz
4 col x 2 1/2"
(4.72" or 28p4)
\$33 / \$165



1/4 page horiz
6 col x 2 1/2"
(7.16" or 43p)
\$49.50 / \$247.50