

# PASBO 2010-11 MEMBERSHIP DIRECTORY & BUYERS GUIDE ADVERTISEMENT RESERVATION FORM

*Payment must accompany reservation form in order to process.*

**Return this form to PASBO by  
July 31, 2010**

## For PASBO Use Only

Payment Rec'd \_\_\_\_\_ Artwork Rec'd \_\_\_\_\_

Select your **Membership Directory and Buyers Guide** advertisement placement. Number your selections from first choice to last choice. All ads are placed on a first come, first served basis.

___ <b>Quarter Page Ad</b> 3"x 4.75" high	<b>B/W \$270</b> <b>Color \$345</b>	___ <b>Page Behind Divider Tab</b> 7.5" x 10" high Specify Tab _____	<b>B/W \$800</b> <b>Color \$875</b>
___ <b>Half Page Ad</b> (Select one) <input type="checkbox"/> 7.5" x 4.75" high <input type="checkbox"/> 3.5" x 10" high	<b>B/W \$450</b> <b>Color \$525</b>	___ <b>Inside Front Cover</b> 7.5" x 10" high	<b>B/W \$900</b> <b>Color \$975</b>
___ <b>Full Page Ad</b> 7"x10" high	<b>B/W \$650</b> <b>Color \$725</b>	___ <b>Inside Back Cover</b> 7.5" x 10" high	<b>B/W \$900</b> <b>Color \$975</b>
___ <b>Divider Tab</b> (Select one) 7.5" x 10" high <input type="checkbox"/> PASBO Members Tab <input type="checkbox"/> Business Associates Tab <input type="checkbox"/> Buyers Guide Tab <input type="checkbox"/> Information Tab	<b>B/W \$800</b> <b>Color \$875</b>	___ <b>First Page (Front or Back)</b> 7.5"x10" high FRONT or BACK - <i>circle your choice</i>	<b>B/W \$800</b> <b>Color \$875</b>
		___ <b>Second Page (Front or Back)</b> 7.5" x 10" high FRONT or BACK - <i>circle your choice</i>	<b>B/W \$800</b> <b>Color \$875</b>
		___ <b>Outside Back Cover</b> 7.5" x 10" high	<b>B/W \$1,000</b> <b>Color \$1,075</b>

## ARTWORK FOR DIRECTORY

*Indicate method*

- Use last year's ad
- Will mail or email art **by 7/31/10**
- CD enclosed

### PREFERABLE FILE FORMATS:

tif, eps, jpg or pdf (PC based)

*Please do not send Publisher or MAC files.*

Artwork can be sent by email to [syorty@pasbo.org](mailto:syorty@pasbo.org).

Files can also be saved onto a CD and mailed to:

PASBO	VIA UPS or FedEx: PASBO
Attn: Suzanne Yorty	Attn: Suzanne Yorty
P.O. Box 6993	2608 Market Place
Harrisburg, PA 17112-0993	Harrisburg, PA 17110

### CONTACT INFORMATION

Contact \_\_\_\_\_

Title \_\_\_\_\_

Employer \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Did you advertise in last year's *Membership Directory and Buyers Guide*?  Yes  No

### PAYMENT INFORMATION

*Payment must accompany reservation form in order to process.*

- Check Enclosed (made payable to PASBO)

### Credit Card Information

Card Holder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please see the reverse side for  
web site advertising information.**

**YOU MUST BE A CURRENT PASBO MEMBER IN ORDER TO ADVERTISE. ARTWORK AND CDS WILL NOT BE RETURNED. PLEASE CALL THE PASBO OFFICE WITH ANY QUESTIONS, (717) 540-9551.**

# WEB SITE ADVERTISING

Select your **PASBO web site** advertisement and link placements by checking the time commitment and preferred page.

## GENERAL ADVERTISEMENTS

- Six-month commitment (\$325)
- Twelve-month commitment (\$630)
  
- Awards
- Committees
- PASBO Directions
- Regional Chapter Officers
- Membership Campaign
- Annual Conference
- Food Service Conference
- Trade Show
- Transportation Conference
- Map to Regional Chapters
- Regional Chapter Calendar
- Speaker's Bureau
- Vendor Opportunities
- Membership Directory
- PASBO Calendar
- PDE Calendar
- CEU History
- Workshop Index
- Workshop Online Registration

## SPECIALTY ADVERTISEMENTS

- Six-month commitment (\$500)
- Twelve-month commitment (\$950)
  
- Home
- Legislative
- Employment Opportunities

**Animated advertisements can be used, but an additional 20% will be added to the fee.**

### ARTWORK

- Will mail or email art
- CD/slick enclosed

### PREFERABLE FILE FORMATS:

gif, eps, jpg or pdf (PC based)

*Please do not send Publisher or MAC files.*

### ADVERTISEMENT DIMENSIONS:

156 x 60 pixels

OR

2.167 x .833 inches, 72 pixels per inch

### FOR ALL WEB SITE ADVERTISERS:

- Link to my web site (indicate address)

www. \_\_\_\_\_

Artwork can be emailed to **syorty@pasbo.org** or a CD can be mailed to PASBO, Attn: Suzanne Yorty, PO Box 6993, Harrisburg, PA 17112-0993.

## CONTACT INFORMATION

Contact \_\_\_\_\_

Title \_\_\_\_\_

Employer \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## PAYMENT INFORMATION

*Payment must accompany reservation form in order to process.*

- Check Enclosed (made payable to PASBO)

### Credit Card Information

Card Holder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**YOU MUST BE A CURRENT PASBO MEMBER IN ORDER TO ADVERTISE. ARTWORK AND CDS WILL NOT BE RETURNED. PLEASE CALL THE PASBO OFFICE WITH ANY QUESTIONS, (717) 540-9551.**