

PASBO 2011-12 MEMBERSHIP DIRECTORY & BUYERS GUIDE ADVERTISEMENT RESERVATION FORM

Payment must accompany reservation form in order to process.

**Return this form to PASBO by
July 31, 2011**

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.

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

ARTWORK FOR DIRECTORY

Indicate method

- Use last year's ad
- Will mail or email art **by 7/31/11**
- 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.

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: _____

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