



**Mid-America  
Equipment  
Retailers  
Association**

# 2010 CONTRACT FOR ADVERTISING

**Mid-America Equipment Retailers Association**  
PO Box 68  
Dublin, OH 43017-0068

614.889.1309  
FAX: 614.889.0463  
dalford @ amgllcusa.com

**Advertising Rates:** Rates are based on submission of electronic ad materials. Prices include standard color.

<u>Size</u>	<u>1 time</u>	<u>3 times</u>	<u>7 times</u>	
Outside Back Cover .....	<del>\$550.00</del>	<del>\$495.00</del>	<del>\$440.00</del>	SOLD
Inside Cover .....	<del>495.00</del>	<del>445.50</del>	<del>396.00</del>	SOLD
Full page .....	410.00	369.00	328.00	
Half page .....	330.00	297.00	264.00	
Quarter page .....	295.00	265.50	236.00	
Preprinted insert .....	395.00	355.50	316.00	

**Please reserve for us the space indicated below:**

<u>Publication</u>	<u>Full page</u>	<u>Half Page</u>	<u>Quarter Page</u>
January-February .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>CONVENTION YEARBOOK</i>			
May-June .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July-August .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September-October .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
November-December .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>MEMBERSHIP DIRECTORY</i> .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September Prospect Mailing .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Seven-time advertisers in *THE PINION* receive seven-time ad rate on **Convention, Membership Directory and Prospect mailing** Advertisements. Additional layout, typesetting or paste-up services to prepare advertising copy for printing will be charged to advertiser at the existing commercial rate.

Other instructions: (color, etc.)

## Copy Regulations & Advertising Responsibility

Publisher reserves the right to reject any advertising. All advertisements are accepted and published upon the representations that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless the publisher from any loss or expense resulting from claims or suits based upon the contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism or copyright infringement.

Please print or type:

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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