

Perspective 2009-2010 Membership Directory

Net Advertising Rates



DIRECT MAIL OPPORTUNITIES AVAILABLE:
Please ask your representative for details.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

Size	1x	4x	6x	Directory
Double Page Spread	\$2,719.50	\$2,449.50	\$2,309.50	\$3,959.50
Outside Back Cover	\$2,199.50	\$2,029.50	\$1,949.50	\$3,599.50
Inside Front or Inside Back Cover	\$1,989.50	\$1,819.50	\$1,739.50	\$3,349.50
Full Page	\$1,669.50	\$1,499.50	\$1,419.50	\$2,629.50
2/3 Page	\$1,439.50	\$1,299.50	\$1,219.50	\$2,339.50
1/2 Page	\$1,079.50	\$969.50	\$919.50	\$1,999.50
1/3 Page	\$809.50	\$729.50	\$689.50	\$1,679.50
1/4 Page	\$629.50	\$569.50	\$539.50	\$1,489.50
1/6 Page	\$499.50	\$449.50	\$419.50	\$1,359.50
1/8 Page	\$409.50	\$369.50	\$349.50	\$1,289.50

Premium Advertising Options – Ask your representative for specifications.

Full-Color Tab (Directory only): \$3,059.50

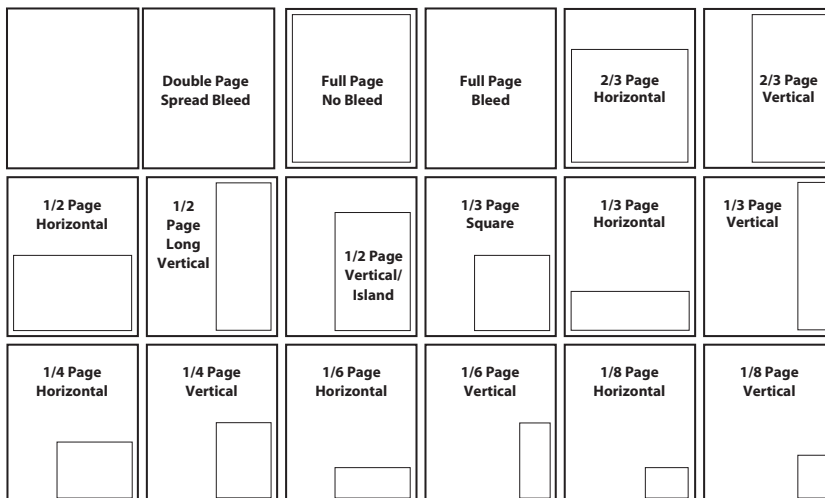
Belly Band: \$2,649.50

All advertisers receive a free custom listing in our **Index to Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

Black-and-White Rates

Size	1x	4x	6x	Directory
Full Page	\$1,209.50	\$1,089.50	\$1,029.50	\$1,779.50
2/3 Page	\$959.50	\$859.50	\$819.50	\$1,489.50
1/2 Page	\$829.50	\$749.50	\$709.50	\$1,149.50
1/3 Page	\$699.50	\$629.50	\$589.50	\$829.50
1/4 Page	\$549.50	\$489.50	\$469.50	\$639.50
1/6 Page	\$419.50	\$379.50	\$359.50	\$509.50
1/8 Page	\$339.50	\$309.50	\$289.50	\$439.50

Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
(LR 10/13/2008 MPI-H0109)

