



BILLINGS MARKET ASSOCIATION, INC.

Buyer's Guide Advertising Contract for the April 27, 28, 29, 2012 Issue

Regular Mailing Address:
PO Box 80145
Billings MT 59108

Phone: (406) 652-6132
Fax: (406) 652-2531
bma@billingsmarketassoc.com

**Street Address to use if
sending Ad Copy by air:**
2040 Rosebud Dr., #9
Billings MT 59102



Advertising deadline for the February Issue is: February 20, 2012
DO NOT HOLD ADS FOR NOTIFICATION OF BOOTH ASSIGNMENT.
WE WILL DROP APPROPRIATE BOOTH NUMBER IN AD.

Offset printing is used for our Buyer's Guide. **Only black & white printing is available** – NO COLOR ADS and NO BLEEDS. Dimensions of ads are the Maximum Copy Size.

For camera-ready ads: Copy may be sent as a paper printout or electronically to: bma@billingsmarketassoc.com For electronic versions, please send .pdf files. It is advisable to send a paper printout of the ad copy as well. We use 120 line screen. Remember, **DIMENSIONS ARE MAXIMUM COPY SIZE!** Miscellaneous typesetting service is available if necessary. **Please do not put scotch tape over, fold, or staple any photos, logos or type that need to be reproduced in the ad.**

Buyer's Guides are published for each of our 3 yearly markets and mailed in advance to 1500 stores. At each market they are distributed to all sales representatives and additional copies are available for all buyers.

HALF PAGE AD: Actual dimension of copy size is 7" wide by 4.8" high

Cost: \$75.00 per issue or \$210.00 for 1/2 Page Ad in each of our 3 Buyer Guides for the year

FULL PAGE AD: Actual dimension of copy size is 7" wide by 9.8" high

Cost: \$100.00 per issue or \$277.50 for 1 Page Ad in each of our 3 Buyer Guides for the year

INSIDE COVER AD: Actual dimension of copy size is 7" wide by 9.8" high

Cost: \$175.00 per issue or \$487.50 for placement in each of our 3 Buyer Guides for the year

Size of Desired Ad _____ for 1 ISSUE or FULL YEAR

Name: _____

Advertising Terms & Conditions:

1. This advertising contract must be RETURNED WITH COPY by the advertising deadline in order to guarantee placement.
2. Special Placement Ads will be accepted on a first come, first served basis. If requested space has already been filled, BMA will contact you about an alternative placement.
3. Payments for year ads are payable in full at the time the first ad of the term is printed. Copy may be changed for subsequent issues if received by the advertising deadline for that market.
4. All costs are net. No reductions will be made for advertising agency commissions. Checks should be made payable to the Billings Market Association. **Charge to Credit Card:** Visa MasterCard American Express Discover

▶▶▶▶ A 5% Processing Fee will be added to all Credit Card Transactions

Name on Card: _____ Authorization Code: _____

Account Number: _____ Expiration Date: _____

Card Mailing Address: _____ Card Zip Code: _____

Listed cardholder authorizes BMA to charge credit card account for necessary fees for the BMA Market, Apr 27-29, 2012. BMA reserves the right to charge Exhibitor for the difference between the Exhibitors estimate of charges and the actual charges incurred.

Signature: _____