



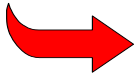
# BILLINGS MARKET ASSOCIATION, INC. ADVERTISING CONTRACT for the February 3, 4, 5, 6, 2006 BUYER'S GUIDE

Email: [bma@billingsmarketassoc.com](mailto:bma@billingsmarketassoc.com)

Regular Mailing Address:  
PO Box 80145  
Billings MT 59108

Phone: (406) 652-6132  
Fax: (406) 652-2531

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



**Advertising deadline for the February 2006 Issue is: October 26, 2005**  
**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 above ads are the Maximum Copy Size. **We will automatically insert the appropriate booth number on the ad so do not hold copy waiting for notification.**

**For camera-ready ads:** Copy may be sent as a paper printout or electronically to: [bma@billingsmarketassoc.com](mailto:bma@billingsmarketassoc.com) For electronic versions, we prefer Mac versions of Photoshop 8.0, FreeHand MX 11.0 & QuarkXPress Converter, but have been able to read other formats. In addition, please send all fonts used. It is advisable to send a paper printout of the ad copy as well. We use 120 line screen and do **not** accept negatives. 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 that need to be reproduced in the ad.**

Buyer's Guides are published for each of our 4 yearly markets and mailed in advance to over 2900 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 7/8" high**

Cost: \$75.00 per issue  
or \$280.00 for 1/2 Page Ad in each of our 4 Buyer Guides for the year

**FULL PAGE AD: Actual dimension of copy size is 7" wide by 10" high**

Cost: \$100.00 per issue  
or \$370.00 for 1 Page Ad in each of our 4 Buyer Guides for the year

**INSIDE COVER AD: Actual dimension of copy size is 7" wide by 10" high**

Cost: \$175.00 per issue  
or \$650.00 for placement in each of our 4 Buyer Guides for the year

Size of Desired Ad \_\_\_\_\_ for 1 ISSUE or FULL YEAR

Rep 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. All costs are net. No reductions will be made for advertising agency commissions. Checks should be made payable to the Billings Market Association. We do not accept credit cards.
4. 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.