

2017 Iowa Professional Lawn Care Association
"On the Grow" Newsletter Advertising Rates
Circulation = 100 Members

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The 2017 IPLCA *On the Grow* newsletter will be distributed by email in an electronic format. As an advertiser, you get all 6 electronic issues for the same price as 2016. All electronic issues will be in full color.

Prepay for 6 issues by January 31, 2017 and receive a 10% discount.

<p>NEWSLETTER INFORMATION</p> <hr/> <p>Ad sizes (camera ready art or electronic file) Half page: 7 1/2" wide x 5" high 3 3/4" wide x 10" high Quarter page: 3 3/4" wide x 5" high Eighth page: 3 3/4" wide x 2 1/2" high</p> <p>Ad Design (as needed) Setup: \$75.00 (paid to layout editor) Additional costs determined by printer</p> <p>Exclusive Choices (defined by editor) Back Cover, Header, etc. add 25%</p> <p>Classified Ads (job posting, for-sale, etc) \$35</p>	<p>CHOOSE AD PACKAGE</p> <hr/> <p><i>Rates below do not include prepay incentive</i></p> <p>Commit to 1-5 Issues <input type="checkbox"/> Half Page: \$200.00/issue <input type="checkbox"/> Quarter Page: \$150.00/issue <input type="checkbox"/> Eighth Page: \$110.00/issue</p> <p>Commit to 6 Issues <input type="checkbox"/> Half Page: \$110.00/issue <input type="checkbox"/> Quarter Page: \$82.50/issue <input type="checkbox"/> Eighth Page: \$55.00/issue</p> <p>Closing Dates Advertising & Articles: The 10th of the month preceding the publication.</p> <p>Issues <input type="checkbox"/> March <input type="checkbox"/> April <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> October <input type="checkbox"/> December</p>
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Company _____ Contact _____ Address _____ City _____ State ____ Zip _____ Phone _____ Fax _____ Email _____	<p>PAYMENT</p> <p>You may choose to prepay your order and receive an additional 10% off your advertising for 2017. Prepays must be made by 1/31/2017.</p> <p><input type="checkbox"/> Prepay - take additional 10% discount off rates <input type="checkbox"/> Bill me month to month</p> <p>Ad Cost: _____ Subtract prepay 10% discount 1/31/2017 deadline _____ Total _____</p>
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Make Checks Payable to: Iowa Professional Lawn Care Association Mail form and payment to: Iowa Turfgrass Office ▪ 1605 N Ankeny Blvd Suite 210 ▪ Ankeny, IA 50023-4163 Fax credit card payment to: 515.635.0307 (phone: 515.635.0306) <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa Credit Card # _____ Exp. Date _____ Card Holder's Name _____ Signature _____
