

# Association of Personal Historians Inc.

## 2012 Advertising Order Form

**To advertise in APH print publications during 2012:**

- From the Ad Type/Price Chart, decide what size you want.
- From the Ad Order Form, decide how many 2012 publications you want your ad to appear in.
- In the Ad Order Form chart, enter the ad type you want for each publication along with the ad price.
- Enter the number of ads you are purchasing.
- Calculate the discount and enter that amount.
- Subtract the discount amount from the total and make your payment (see below).
- Send your ad, ad size and publication details to Isabel Andrews at the address below.

<b>Ad Type / Price Chart</b>						
Ad Type	Ad Type Description	Size (W x H)	Price for Full Members	Price for Associate Members	Price for Introductory Members	Price for Non-Members
BC	Business Card	3.25" x 2"	\$60	\$75	\$85	\$95
SQ	Square	3.25" x 3.25"	\$95	\$120	\$135	\$150
HW	Half page - wide	7" x 4.5"	\$265	\$330	\$375	\$425
HH	Half page - high	3.25" x 9.4375"	\$265	\$330	\$375	\$425
FP	Full page	7" x 9.4375"	\$525	\$650	\$745	\$840
BP	Back page	7" x 9.4375"	\$600	\$740	\$850	\$960
2P	Two-page spread	up to 16" x 10"	\$1000	\$1230	\$1415	\$1600

<b>Ad Order Form</b>			
Ad Type	Publication	Ad Price	Ad Deadline
	Winter 2012 Newsletter		<i>January 6, 2012</i>
	Spring 2012 Newsletter		<i>April 13, 2012</i>
	Conference Advance Program		<i>April 25, 2012</i>
	Fall 2012 Newsletter		<i>July 20, 2012</i>
	Conference Final Program/Syllabus		<i>August 24, 2012</i>
	TOTAL AD COST BEFORE DISCOUNT		
	LESS DISCOUNT FOR MULTIPLE ADS		_____ (# of Ads)
	TOTAL DUE TO APH		

<b>Discount Chart</b>	
# of Ads	Discount
1	Stated Price
2	5%
3	10%
4	15%
5	20%

**For general questions, to discuss other ads sizes, or to reserve your ad, either by email or regular mail, please contact:**

**Isabel Andrews, APH Advertising Manager**  
1208 W. Jefferson Ave., Naperville, IL 60540

Phone: 630-881-8375  
E-mail: [isabel.andrews@personalhistorians.biz](mailto:isabel.andrews@personalhistorians.biz)

**Specs:** Graphic files may be in PDF, TIF or EPS format. Resolution should be 266-300 dpi. To ensure the best reproduction of your ad, please send us a grayscale version of the file, unless you have specifically arranged for it to be printed in color.

**Payment:** You may pay online via credit card/PayPal at <http://www.personalhistorians.org/store/paypal.php> (be sure to state the ad size and number of insertions in the description box) or send payment to Isabel Andrews with this order form by check or money order (payable to the Association of Personal Historians, Inc.).

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City, State/Province, Zip/Postal Code \_\_\_\_\_ Date \_\_\_\_\_