

Association of Personal Historians Inc.

2014 Advertising Order Form

To advertise in APH print publications during 2014:

- From the Ad Type/Price Chart, decide what size you want.
- From the Ad Order Form, decide how many 2014 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 Linda Coffin at the address below.

We hope to add some online advertising options in 2014. Contact Linda Coffin for more information if you are interested.

Ad Type / Price Chart						
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

Ad Order Form			
Ad Type	Publication	Ad Price	Ad Deadline
	Winter 2014 Journal		<i>Jan 3, 2014</i>
	Spring 2014 Journal		<i>Mar 26, 2014</i>
	Conference Advance Program		<i>Apr 25, 2014</i>
	Fall 2014 Journal		<i>Jul 22, 2014</i>
	Conference Final Program/Syllabus		<i>Aug 19, 2014</i>
	TOTAL AD COST BEFORE DISCOUNT		
	LESS DISCOUNT FOR MULTIPLE ADS		_____ (# of Ads)
	TOTAL DUE TO APH		

Discount Chart	
# 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:

Linda Coffin, APH Executive Director
3208 East 25th Street, Minneapolis, MN 55406

Phone: 612-724-3441
E-mail: linda.coffin@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 PayPal description box) or mail this order form to the address above with your payment (by check or money order, payable to the Association of Personal Historians, Inc.).

Name _____ Email _____

Address _____ Telephone _____

City, State/Province, Zip/Postal Code _____ Date _____