

*Hit the right note!*

# Advertising Contract

Refer to the rate sheet for ad rates, deadlines, and mechanical requirements.  
Prepayment is required of all new advertisers.

## Client Information

Name of Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Pitch Pipe Ad Information

**Rate Category** (check one):  Organizational Group Rate  Commercial Rate

Please continue running my ad until otherwise notified.

Please reserve space for my ad in the issues indicated:                      2001    2002    2003    2004    2005    2006

### Check size:

Full page bleed (8.5" x 11.125")

Full page (7.5" x 10")

1/2-page vertical (3.5" x 10")

1/2-page island (4.75" x 7.5")

1/2-page horizontal (7.5" x 4.75")

2/3-page vertical (4.75" x 10")

2/3-page horizontal (7.5" x 6.25")

1/3-page vertical (2.25" x 10")

1/3-page square (4.75" x 4.75")

1/4-page vertical (3.5" x 4.75")

January \_\_\_\_\_

April \_\_\_\_\_

July \_\_\_\_\_

October \_\_\_\_\_

### Frequency Discounts:

4x within 24 months ..... 10% off

6x within 24 months ..... 15% off

8x within 24 months ..... 20% off

Discounts apply to both rate classes. Unless multiple insertions are contracted for in advance, advertisers will be billed at the one-time rate. Short rates will be issued if fewer insertions are made than were originally contracted. Display advertising for established advertisers is billed per insertion after publication.

**First-time commercial advertisers must pay in advance.**

**Circle Color:** Black & White    PMS 285    CMYK

## Pitch Pipe Advertising Costs

Ad space \$ \_\_\_\_\_ x \_\_\_\_\_ number of insertions = Total \$ \_\_\_\_\_

Applicable Discount (%) \_\_\_\_\_

Total after discount \$ \_\_\_\_\_

Cost per insertion \$ \_\_\_\_\_

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## Web Site Ad Information

Contract schedule (list starting month and year; ads will run in consecutive months only):

\_\_\_ 1 month \_\_\_\_\_

\_\_\_ 3 months \_\_\_\_\_

\_\_\_ 6 months \_\_\_\_\_

\_\_\_ 12 months \_\_\_\_\_

\_\_\_ International Convention month

Specific page placement, if desired (add \$10) \_\_\_\_\_

**Discount:** 20% discount on 3-, 6-, or 12-month banner space for *Pitch Pipe* advertisers with two or more ads within a 12-month period. Banner space must be reserved within the same 12-month period.

## Web Site Billing Costs

Web Site Banner \$ \_\_\_\_\_

Specific Page Placement \$ \_\_\_\_\_

Total \$ \_\_\_\_\_ Discount (%) \_\_\_\_\_ Net \$ \_\_\_\_\_

## Total Advertising Costs

Pitch Pipe \$ \_\_\_\_\_

Web Site \$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

**Mail or fax order to:** Communications Department/Advertising



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