



The Representor Magazine

Classified Advertising Information – Fall 2011 Issue

Rates

- First insertion: \$75 per column inch (text only) for first column inch; \$65 for each additional inch.
- Subsequent insertions of same ad: \$65 for first column inch (text only); \$55 for each additional inch.
- Logo or graphic insertion: \$30 one-time charge for first insertion only.
- There are no agency discounts for classified ads.
- ERA member companies receive a **20% DISCOUNT** on all rates.

SAMPLE: One column inch
 A one column by one-inch text-only ad can accommodate up to 40-50 words, depending on type size(s) and line spacing.

SAMPLE: Two column inches
 A one column by two-inch ad can better accommodate a logo or graphic as well as text of up to 60-80 words, depending on type size and line spacing.
 Or, if this size ad is composed of text only, up to 100 words can be accommodated.

To Place an Ad Insertion Order

- Complete the form below. (To arrange for a confidential, blind ad, contact Tess Hill at thill@era.org.)
- Submit the form, ad copy, logo or graphic and payment information by **mail, fax** or **e-mail** by **SEPT. 30th** for the Fall 2011 issue. (No phone orders can be accepted.) An ad proof will be sent for approval.

The Representor Magazine Classified Ad Order

Company _____

ERA Member Rep Firm ERA Manufacturer Member ERA Recognized Resource Non-Member

Complete Address _____

Contact Name _____ Phone _____

Fax _____ E-mail _____

Ad size: ___ column(s) by ___ inch(es). To run in the FALL 2011 issue.

Payment Information: Check for \$_____, payable to ERA, is enclosed (or has been mailed).

Charge \$_____ to this credit card: Amex Visa Mastercard Discover

Card Number _____ Exp. Date _____

Name on Card _____ Signature _____

Classified ad copy (please type or attach in printed format):

Mail, fax or e-mail this completed form and payment information by **SEPT. 30th**, to:
ERA • 111 N. Canal St., Suite 885 • Chicago, IL 60606
Fax: 312-559-4566 • E-mail: thill@era.org

QUESTIONS? Call Tess Hill at 630-545-9101 or send e-mail to the address above.