

# HELP YOURSELF

Help Yourself Publishing <> P.O. Box 2764 <> Little Rock, AR 72203 <> 501-563-2197

Robert K. Combs, Publisher & General Manager, rkimc@hotmail.com

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**helpyourselfpublishing.wordpress.com**

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## Advertising Description & Purchase Order

*\*designates information for publication*

Date: \_\_\_\_\_

\*Client Name: \_\_\_\_\_

Primary Contact Person/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Best time to contact: \_\_\_\_\_

Co-Contact Person/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Best time to contact: \_\_\_\_\_

\*Client Mailing Address: \_\_\_\_\_

\*Client Physical Location: \_\_\_\_\_

\*Contact info (names, phone #'s, etc.) for publication:

Client's 'camera ready' (600dpi, CMYK) PDF display ad delivered to christine@gozarks.com by the 15th of the month prior to scheduled publication.

Client's display ad to be developed and designed by HY staff from materials delivered to christine@gozarks.com by the 15th of the month prior to scheduled publication

\* Client logo(s):  image(s) attached  to be submitted  to be designed

\* Client website(s)  URL(s) listed below  to be submitted  to be designed

\* Bio(s), news clips, brochures and other existing promotional or reference materials (itemize and attach)

### NOTES & SPECIAL INSTRUCTIONS:

**DISPLAY ADVERTISING ~ *Help YourSelf: Community Resources Directory***

**For publication (volume/number, print date):**

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Ad layout size & price, standard color, per insertion:

<input type="checkbox"/> 1/8 page, 5"w x 2.25"t .....	\$200 each x _____	insertions	total \$ _____
<input type="checkbox"/> 1/4 page, <input type="checkbox"/> 5"w x 5.25"t <input type="checkbox"/> 10.25"w x 2.25"t .....	\$350 each x _____	insertions	total \$ _____
<input type="checkbox"/> 1/2 page, <input type="checkbox"/> 10.25"w x 5.25"t <input type="checkbox"/> 5"w x 11"t .....	\$600 each x _____	insertions	total \$ _____
<input type="checkbox"/> full page, 10.25"w x 11"t .....	\$800 each x _____	insertions	total \$ _____
<input type="checkbox"/> inside front cover, 10.25"w x 11"t .....	\$1,250 each x _____	insertions	total \$ _____
<input type="checkbox"/> inside back cover, 10.25"w x 11"t .....	\$1,250 each x _____	insertions	total \$ _____
<input type="checkbox"/> outside back cover, 10.25"w x 11"t .....	\$1,500 each x _____	insertions	total \$ _____

total insertions per specified issue(s) \_\_\_\_\_ total insertions per this contract \_\_\_\_\_ total contract \$ \_\_\_\_\_

**SPECIAL TERMS & CONDITIONS:**

Endorsement of this Advertising Description & Purchase Order together with any attachments hereto constitutes authorization to produce and publish the advertising described herein at the cost quoted above, payable to ***Help YourSelf Publishing***, P.O. Box 2764, Little Rock, AR 72203, and due in full by the 25th of the month prior to publication of the edition in which ads are scheduled to run. To pay by credit card or request 'pay on publication' invoicing, call 501-563-2197. Credit card payments accepted online via SQUARE.

**25% NON-REFUNDABLE deposit required to reserve space and design ad-layout.**

***Any modification of terms stipulated in this contract must be agreed-to in writing by all involved parties.***

\_\_\_\_\_  
Client / Authorizing Agent, name & title      date

\_\_\_\_\_  
Help YourSelf Publishing, name & title      date