

# idhsna The Blarney Advertising Insertion Order

ALL SPACE RESERVATIONS MUST BE MADE BY THE CALENDARED DEADLINE SCHEDULE [NO EXCEPTIONS]. ALL AD MATERIAL MUST BE SUBMITTED AND PAID IN FULL BY THE DEADLINE PUBLISHED AT THE BEGINNING OF EACH *THE BLARNEY* PRINTED OR E-EDITION.

Any members wanting to place an advertisement in future *The Blarney* editions are asked to submit an advertising insertion order each time. Orders may be placed by phone or e-mail; or submitted via snail mail, using this form. All ad orders/material should be forwarded to: E-mail: [idhsna@grafxbylaurie.com](mailto:idhsna@grafxbylaurie.com) / Phone: (352) 445-1235. Payment arrangements must accompany your ad space reservation. We accept check, money order, credit card or PayPal payments (in US funds). Credit card and PayPal payments may be made directly online at [www.irishdraught.com](http://www.irishdraught.com). If payment has not been received by press time, the ad will NOT run. Ads reserved by check may be made by phone, and, as long as payment is received within one week of the ad reservation, the space will be held. All e-mail and postal reservations will be held according to the date received.

Please PRINT \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

State/Province/Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Ad Size \_\_\_\_\_ QTY \_\_\_\_\_ x Cost of Ad \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

PAYMENT OPTIONS: \_\_\_\_\_ CHECK \_\_\_\_\_ MONEY ORDER \_\_\_\_\_ CREDIT (online) \_\_\_\_\_ PAYPAL (online)

Credit Card / PayPal Confirmation Number: \_\_\_\_\_ FOR: Printed Blarney  eBlarney

**TECHNICAL SPECIFICATIONS:** Ad design is included in the quoted price, if required, and is proofed by advertiser prior to publication. If submitting a camera-ready ad, please note that all photos/halftones must be 300/175 dpi or better for optimum reproduction quality. We can accept ads in the following formats: PDF, tiff, eps, illustrator, in design, and pdf. NO Publisher Files please. Contact Laurie Monroe (352) 445.1235 with any other questions.

**Ad Sizes & Prices. . .** NOTE: There are a limited number of advertising pages available. Allocation: first come, first served. Back and inside covers: call regarding availability. Please call (352) 445.1235 or e-mail [idhsna@grafxbylaurie.com](mailto:idhsna@grafxbylaurie.com) for additional information.

**PRINT Full Page**  
**7.5" x 10"**  
  
w/full bleed  
**8.625" x 11.125"**  
*(.5 trim) - covers only..*

Cvr (clr) - \$250 (Mem)  
Cvr (clr) - \$300 (nonM)

Cvr (bw) - \$150 (Mem)  
Cvr (bw) - \$200 (nonM)

FP (clr) - \$190 (Mem)  
FP (clr) - \$230 (nonM)

FP (bw) - \$110 (Mem)  
FP (bw) - \$140 (nonM)

**PRINT Half Page (V)**  
**3.65" x 10"**

HV (clr) - \$130 (Mem)  
HV (clr) - \$160 (nonM)

HV (bw) - \$70 (Mem)  
HV (bw) - \$100 (nonM)

**PRINT Half Page (H)**  
**7.5" x 4.75"**

HH (clr) - \$130 (Mem)  
HH (clr) - \$160 (nonM)

HH (bw) - \$70 (Mem)  
HH (bw) - \$100 (nonM)

**PRINT Quarter Page**  
**3.65" x 4.75"**

QP (clr) - \$75 (Mem)  
QP (clr) - \$105 (nonM)

QP (bw) - \$50 (Mem)  
QP (bw) - \$80 (nonM)

**PRINT Business Card - 3.5" x 2"**

Clr - \$ 50 (Mem)  
Clr - \$ 80 (nonM)

b/w - \$ 40 (Mem)  
b/w - \$ 70 (nonM)

**PRINT Photo Classified**

1" x 1" Photo +40 words  
Clr - \$ 40 (Mem) / Clr - \$ 70 (nonM)  
b/w - \$ 25 (Mem) / b/w - \$ 50 (nonM)

**PRINT Classified (text)**

40 words  
bw - \$ 10 (Mem) / bw - \$ 25 (nonM)

**e-BLARNEY**

**280 x 110 px clr banner ad:** Mem - \$25; nonM - \$50;  
**280 x 110 px clr banner ad w/hyperlink:** Mem - \$30; nonM - \$60;

**280 x 110 px clr banner ad w/ 80char add'l text:** Mem - \$30; nonM - \$60.

Photo class (1x1 +40 words): Mem - \$10; nonM - \$20;

Class text (40 words): Mem - \$5 - nonM - \$10.  
eBlarney ads appear in the web version for a minimum of 3 months

Prices herein represent SINGLE placement. Discouts available on multiple pre-paid runs. Please review rules and restrictions for advertising at: [http://www.irishdraught.com/display/files/Ad%20guidelines10-06\\_approved100906.pdf](http://www.irishdraught.com/display/files/Ad%20guidelines10-06_approved100906.pdf)