



MANUFACTURED HOUSING COMMUNITIES OF WASHINGTON

For Associate Members Only

Eye on Olympia Newsletter and MHCW Website Advertising Costs & Deadlines

Newsletter Advertising

Ad Size	Dimensions	Cost for 1 Insertion	Cost for 4 Insertions (full year)
Back Cover 3/4 page	8" H x 7 1/2" W	\$450	\$405 x 4 = \$1,620 (Save \$180)
Inside Front Cover	10" H x 7 1/2" W	\$450	\$405 x 4 = \$1,620 (Save \$180)
Inside Back Cover	10" H x 7 1/2" W	\$425	\$395 x 4 = \$1,580 (Save \$120)
Full Page	10" H x 7 1/2" W	\$420	\$390 x 4 = \$1,560 (Save \$120)
3/4 Page	7 1/2" H x 7 1/2" W	\$350	\$320 x 4 = \$1,280 (Save \$120)
Half Page	4 3/4" H x 7 1/2" W	\$275	\$245 x 4 = \$980 (Save \$120)
Third Page	3 3/8" H x 7 1/2" W	\$205	\$175 x 4 = \$700 (Save \$120)
Quarter Page	4 3/4" H x 3 5/8" W	\$185	\$150 x 4 = \$600 (Save \$140)
Business Card	2" H x 3 5/8" W	\$100	\$70 x 4 = \$280 (Save \$120)
<i>All newsletter ads shall be supplied as high resolution PDF or JPEG formats (call WMS if you have questions). If ad preparation is required, i.e. typesetting and design, the cost of work performed shall be charged to the advertiser at a rate of \$75.00 an hour with a minimum charge of \$40.00. For questions about production standards, please call Crissy or Adriane at Washington Media Services, Inc. (360) 754-4543. All ads subject to approval by MHCW.</i>			Ads must be the same size for all four insertions and must be paid in advance at first insertion for discount on insertion.
\$200.00 per issue spot color charge • \$600.00 per issue full color charge			

Website Advertising

Ad Size	Dimensions	Cost for 6 Months	Cost for 12 Months
Home Page Premium Banner	90 px H x 675 px W	\$500	\$900
Home Page Lower Banner	90 px H x 600 px W	\$450	\$800
Sub Page Premium Banner	90 px H x 600 px W	\$400	\$750
Sub Page Side Block	70 px H x 170 px W	\$350	\$650
Associate Page Ad Link	Same size as Newsletter Ad purchased (see below)	N/A	\$75

Website Advertising Requirements: Must purchase a minimum of a quarter (1/4) page Newsletter Ad for four issues (one year contract) to be eligible to purchase a website ad. Website ad must be submitted as a JPEG format at 72 dpi. To be eligible to have an Ad Link on the Associate Page of the MHCW website for one full year (12 months), member must purchase any size Newsletter Ad for four issues (one year contract). If ad preparation is required, i.e. typesetting and design, the cost of work performed shall be charged to the advertiser at a rate of \$75.00 an hour with a minimum charge of \$40.00. For questions about production standards, please call Crissy or Adriane at Washington Media Services, Inc. (360) 754-4543. All ads subject to approval by MHCW.

Ad & Payment Deadlines Publish Date of Newsletter

November 1January (Winter)
 February 1April (Spring)
 May 1July (Summer)
 August 1October (Fall)

Flyer insertion also available. \$500.00 each insert, this does not include printing. Inserts must be pre-approved by MHCW. Quantity of 870 is needed. Checks payable to MHCW. Send payment along with printed job to WMS address.

Payment policy: Payment is due before insertion date of ad.

Any advertising questions

Make payment payable to: Manufactured Housing Communities of Washington

please contact:

Send check along with ad to: Washington Media Services, Inc.

Crissy or Adriane

P.O. Box 7184, Olympia, WA 98507 • (360) 754-4543 • Fax (360) 943-7086

visit: www.mhcw.org

Conditions: Washington Media Services, Inc. and The Manufactured Housing Communities of Washington Eye on Olympia Newsletter assumes no financial responsibility for typographical errors or omissions. The advertiser assumes liability for the content of the advertisement and any claims that may arise there from against the publisher.



MANUFACTURED HOUSING COMMUNITIES OF WASHINGTON

For Associate Members Only – Eye on Olympia Newsletter and MHCW Website Advertising Insertion Order, Contract & **INVOICE**

We _____ (firm) agree to advertise in the Eye of Olympia, published by the Manufactured Housing Communities of Washington,

Ad to **begin**: Jan. (Winter) _____ Apr. (Spring) _____ Jul. (Summer) _____ Oct. (Fall) _____
year year year year

Ad to **end**: Jan. (Winter) _____ Apr. (Spring) _____ Jul. (Summer) _____ Oct. (Fall) _____
year year year year

Newsletter Ad Size: Back Cover Inside Front Cover Inside Back Cover Full Page 3/4 Page
 Half Page Third Page Quarter Page Business Card

Ad cost per issue: \$ _____ X Number of issues: _____ = \$ _____

Spot (PMS) color: \$200.00 per color X Number of issues: = \$ _____ Full color: \$600.00

PMS Colors (please specify PMS #) _____

Website Ad Size: Home Page Premium Banner Home Page Lower Banner Sub Page Premium Banner
 Sub Page Side Block Associate Page Ad Link

Website Ad cost: 6 Months = \$ _____ 12 Months = \$ _____

All newsletter ads shall be submitted as high resolution PDF or JPEG formats (call WMS if you have questions). All website ads shall be submitted as a JPEG format at 72 dpi. If ad preparation is required, i.e. typesetting and design, the cost of work performed shall be charged to the advertiser at a rate of \$75.00 an hour with a minimum charge of \$40.00. For questions about production standards, please call Crissy or Adriane at Washington Media Services, Inc. (360) 754-4543. Flyer inserts are \$500 per insertion for camera ready: printing or design is an extra charge. All ads subject to approval by MHCW.

ADVERTISER PLEASE FILL OUT

Advertising firm _____
Contact person _____
Email _____
Address _____
City _____ State _____ Zip _____
Phone (_____) _____
Fax (_____) _____
Advertiser Signature _____

AD INSERTION TOTAL (from totals above)

Note: for discount rate, full payment due at time of first insertion in newsletter.

- Newsletter ad insertion** \$ _____
- Spot color(s)** (\$200 per color each insertion) \$ _____
- Full color** (\$600 each insertion) \$ _____
- Associate Page Ad Link** \$ _____
(Eligible with 1 year contract, must receive payment in advance, please see Website Advertising Requirements on Costs & Deadlines page for details)
- Website ad space** \$ _____
(Eligible with 1 year contract, must receive payment in advance, please see Website Advertising Requirements on Costs & Deadlines page for details)
- Flyer insert** (\$500 per insert each insertion) \$ _____
- New ad or ad changes** (please see Ad Design services cost) _____

TOTAL \$ _____

Date Payment Sent _____

Credit Card (please fill out below)

I authorize that the credit card number listed below may be used, as a form of payment to Manufactured Housing Communities of Washington. **(Please print clearly)**

Visa Master card 3-digit Security Code: _____ Exp. Date: _____

Card # _____

Name of Cardholder: _____

Signature of Cardholder: _____

Credit card billing address: _____

City: _____ State: _____ Zip: _____

NEED YOUR AD DESIGNED?

Ad design is an additional charge of \$75.00 per hour with a minimum charge of \$40.00. For more information, contact Crissy or Adriane at (360) 754-4543.

AD DESIGN TOTAL

Ad Design TOTAL \$ _____

Date Payment Sent _____

Please make check payable to Washington Media Services for **ad design only**.
Mail payment to: Washington Media Services, Inc.
P.O. Box 7184 • Olympia, WA 98507.

Please make check payable to Manufactured Housing Communities of Washington for **ad insertion only**.
Mail payment to: Washington Media Services • P.O. Box 7184 • Olympia, WA 98507