

## ADVERTISING PURCHASE ORDER

ADVERTISER/COMPANY \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

### ADVERTISING SIZES & RATES:

 **SPJ.org** [WIDTH X HEIGHT IN PIXELS]

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> <b>Skyscraper</b><br>(160x60) <b>\$1,000/mo</b> | <input type="checkbox"/> <b>Medium Rectangle</b><br>(300x300) <b>\$700/mo</b> | <input type="checkbox"/> <b>Anchor Banner</b><br>(520x90) <b>\$500/mo</b> | <input type="checkbox"/> <b>Small Rectangle</b><br>(195x195) <b>\$450/mo</b> |
|--|---|---|--|

**ONLINE ADVERTISING DISCOUNTS: 10% off** when you place an ad on spj.org AND quillmag.com or ethicscentral.org, **15% off** when you place an ad on all three sites.

Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_

 **Quill Online** [WIDTH X HEIGHT IN PIXELS]

 **Ethics Central** [WIDTH X HEIGHT IN PIXELS]

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <b>Skyscraper</b><br>(160x60) <b>\$750/mo</b> | <input type="checkbox"/> <b>Small Rectangle</b><br>(195x195) <b>\$300/mo</b> | <input type="checkbox"/> <b>Anchor Banner</b><br>(520x90) <b>\$200/mo</b> |
|--|--|---|

Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_ Run Dates: \_\_\_\_\_

 **eNewsletters** [WIDTH X HEIGHT IN PIXELS]

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <b>Leads Banner</b><br>(850x90) <b>\$600/wk</b> | <input type="checkbox"/> <b>Job Post in Leads</b><br>(TEXT BLUB) <b>\$200/wk</b> | <input type="checkbox"/> <b>Advocate Banner</b><br>(300x300) <b>\$350/mo</b> |
|--|--|--|

**eNEWSLETTER DISCOUNTS: 5% off** on Leads and The Advocate ad or Leads ad and job post, **10%** on four ads or job posts, **20%** on eight ads or job posts.

Run Dates: \_\_\_\_\_ Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_

 **Quill Magazine** [WIDTH X HEIGHT IN INCHES ]

|  | 1X                                   | 2X                                   | 4X                                   |
|--|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> <b>Full Page Ad (trim size/bleed)</b> (8.25"x10.75"/ 8.5"x11")          | <input type="radio"/> <b>\$2,000</b> | <input type="radio"/> <b>\$1,900</b> | <input type="radio"/> <b>\$1,800</b> |
| <input type="checkbox"/> <b>1/2 Page Ad (horizontal)</b> (7.25"x4.75")                           | <input type="radio"/> <b>\$1,000</b> | <input type="radio"/> <b>\$900</b>   | <input type="radio"/> <b>\$800</b>   |
| <input type="checkbox"/> <b>1/4 Page Ad</b> (4.75"x4.75")  | <input type="radio"/> <b>\$600</b>   | <input type="radio"/> <b>\$500</b>   | <input type="radio"/> <b>\$400</b>   |
| <input type="checkbox"/> <b>Back Inside Cover Ad (trim size/bleed)</b> (8.25"x10.75"/ 8.5"x11")  | <input type="radio"/> <b>\$2,500</b> | <input type="radio"/> <b>\$2,400</b> | <input type="radio"/> <b>\$2,300</b> |
| <input type="checkbox"/> <b>Front Inside Cover Ad (trim size/bleed)</b> (8.25"x10.75"/ 8.5"x11") | <input type="radio"/> <b>\$2,500</b> | <input type="radio"/> <b>\$2,400</b> | <input type="radio"/> <b>\$2,300</b> |

Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_

### PAYMENT INFORMATION:

 Total Cost: \_\_\_\_\_  CHECK  CREDIT CARD

Today's Date: \_\_\_\_\_ NOTE: Due upon receipt

**SPJ Tax ID #36-2037874**

 PAYABLE TO: **Society of Professional Journalists**

MAIL TO: SPJ

 PO Box 441748  
Indianapolis, IN 46244

Please send questions, artwork, copy and links to SPJ Communications Specialist Zoë Berg at [zberg@spj.org](mailto:zberg@spj.org). Dates are subject to availability.

#### CREDIT CARD PAYMENT INFO

 AMEX  VISA  MasterCard

Name as it appears on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Charge Amount \$ \_\_\_\_\_

Signature: \_\_\_\_\_

 For Office use only: **DATE:** \_\_\_\_\_ **INITIALS:** \_\_\_\_\_ **STATUS:** \_\_\_\_\_