

MHCUG Gross National Rates Work Sheet

Date: _____

Company: _____

Address: _____

Contact: _____

Phone: _____

Fax: _____

Advertising is sold by column inch at \$4 per column (1 $\frac{1}{16}$ ") inch, for 2, 3, 4, and 6 column units. Minimum single ad insertion is 20 column inches.

1 month

Full page 6 columns x 10" (\$240 reg) 200 \$ _____

1/2 page 3 cols x 10" or 6 cols x 5" (\$120 reg) 110 _____

1/3 page 4 cols x 5" or 2 cols x 10" 80 _____

Or custom sizes (multiple of std. col. wide, min. 20 column inches):

Column inches: _____ x \$4 = _____

Total _____

Column sizes: 6 columns = 7 $\frac{5}{32}$ " (approx 7 $\frac{1}{8}$ ")	3 columns = 3 $\frac{1}{2}$ " (std business card 3 $\frac{1}{2}$ " x 2")
4 columns = 4 $\frac{23}{32}$ " (approx 4 $\frac{3}{4}$ ")	2 columns = 2 $\frac{1}{4}$ "

Camera ready or PC compatible file (e.g., PDF) required

I authorize the Mid Hudson Computer User Group to place my ad in the *microCHIP*

Month: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Year: _____

Authorized by: (please print) _____

Signature: _____

Terms For Advertising

All ad copy must be received by the first Thursday of the month of publication. Ads will be reproduced in black-and-white only.

The *microCHIP* newsletter is **not** responsible for errors in your ad.

Payment upon receipt of first publication (FAX or copy). For multi insertion orders, if a new ad is not received by the above mentioned deadline, the previous ad will be run.

The Mid-Hudson Computer User Group reserves the right to refuse any ad for any reason. Send advertising copy and check for payment to the advertising manager:

Contact the advertising manager for information about placing ads. No guarantees will be made about the quality of faxed ads.

Make checks payable to:

MH Computer User Group

MHCUG Gross National Rates

Full page	6 cols x 10" 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " or 7.16") 43p
1/2 page	6 cols x 5" 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " or 7.16") 43p
	3 cols x 10" 3 ¹ / ₂ " (or 3.5")
1/3 page	4 cols x 5" 4 ²³ / ₃₂ " (approx 4 ³ / ₄ " or 4.72") 28p4
	2 cols x 10" 2 ¹ / ₄ " (or 2.25") 13p8

Column sizes:

6 cols 7 ⁵ / ₃₂ " (approx 7 ¹ / ₈ " or 7.16") 43p
4 cols 4 ²³ / ₃₂ " (approx 4 ³ / ₄ " or 4.72") 28p4
3 cols 3 ¹ / ₂ " (or 3.5") 21p
2 cols 2 ¹ / ₄ " (or 2.25") 13p8

**Full page
6 col x 10"
\$200**

**1/3 page vert
2 col x 10"
(2.25" or 13p8)
\$80**

**1/2 page horiz
6 col x 5"
(7.16" or 43p)
\$110**

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**½ page vert
3 col x 10"
(3.5" or 21p)
\$110**

**1/3 page horiz
4 col x 5"
(4.72" or 28p4)
\$80**

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