

## Display Advertising Rates (VALID JANUARY THROUGH DECEMBER 2014)

Ad Size	Rates			
	Active/Retired Members	Associate/Endorsed Members	Vendor Members	Nonmembers
1/16 page	\$ 110	\$ 150	\$ 180	\$ 220
1/8 page (HORIZONTAL OR VERTICAL)	\$ 300	\$ 510	\$ 560	\$ 630
1/4 page	\$ 580	\$1100	\$ 1170	\$1250
1/2 page (HORIZONTAL OR VERTICAL)	\$ 825	\$1495	\$ 1700	\$1850
Full Page	\$1250	\$1900	\$ 2250	\$2450
INSERT [8 1/2" x 11", 3300 preprinted copies needed]	\$ 920	\$1610	\$ 1700	\$1785
Back Cover Placement Request	add an additional 30% of the display ad price shown above			

This is a Full Color Publication

## Classified Advertising Rates (VALID JANUARY THROUGH DECEMBER 2014)

	Rates			
	Active/Retired Members	Associate/Endorsed Members	Vendor Members	Nonmembers
First 30 Words	\$ 50	\$ 100	\$ 100	\$ 120
Each Additional Word	35¢	45¢	45¢	50¢

Prepayment Required

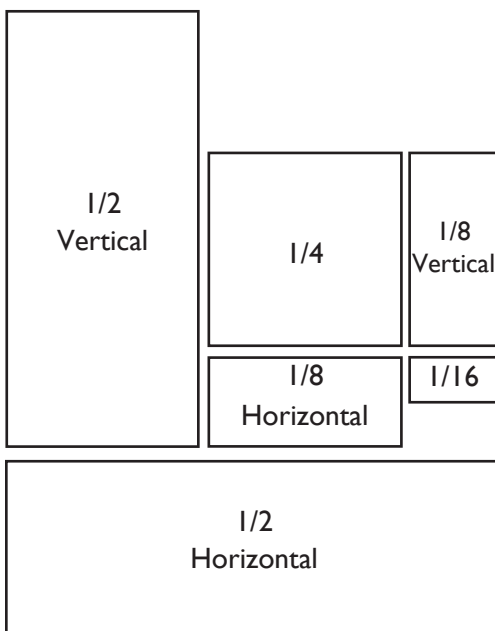
### Payment Instructions

- Signed Contract with VISA or MasterCard number may be faxed to 410.534.6700 or emailed to MSDAads@aol.com
- Signed Contract with Check payment (made payable to MSDA) may be sent to:  
MSDA Ads, c/o FatCat Studios, Inc., 1616 Shakespeare Street, Baltimore, MD 21231  
**NO ADS WILL BE TAKEN OVER THE PHONE.**

### Payment & Submission Deadlines

- Classified Ad Copy **AND** Payment **MUST BE RECEIVED** by the date listed on the Contract/Insertion Order Form.
- Display Ad Art **MUST BE RECEIVED** by the date listed on the Contract/Insertion Order Form.
- An invoice for Display Ads, net 15 days, will be sent, along with a tear-sheet copy, upon publication completion.

## Display Ad Specs



Size	Width	Depth	<b>EMAIL ADS TO:</b> MSDAads@aol.com  <b>QUESTIONS?</b> Call: 410.534.8700 Email: MSDAads@aol.com
1/16	2 1/2"	1 1/4"	
1/8 horizontal	5"	2 1/2"	
1/8 vertical	2 1/2"	5"	
1/4	5"	5"	
1/2 horizontal	10 1/4"	5"	
1/2 vertical	5"	11 1/2"	
Full Page	10 1/4"	12 1/4"	

Artwork is accepted in the following formats: PDF, EPS, TIF or JPEG

**We will not accept WORD files as display ads.**

### Artwork

- Artwork must be submitted at appropriate ad size.
- Artwork must be submitted as CMYK (not spot color or RGB).

**Production Charges** are in addition to ad space. Charges will be incurred for: ad design and layout, re-sizing artwork, converting files to CMYK and editing existing art

Please contact FatCat Studios if you are interested in having an ad designed.

