May 25 – 30, 2021

Mule Days Celebration
Collector's Magazine Advertising Order

Mule Days Celebration is hereby authorized to insert the advertising specified on this form in the Mule Days Collector's Magazine

Please complete or verify the following contact information and return completed form by February 1st

Advertiser: _____

Contact Person _____

Phone: ( ) _____Fax: ( ) _____

Mailing Address: _____

City: _____State: _____ Zip Code: _____

Email Address: _____ @_____

Please select only one (1) of the three options below and complete this section:

☐ Repeat Last Year's Ad **I understand I'm waiving ad approval** _____(initials)

☐ Repeat With Attached Changes - Additional fee may apply ☐ Copy To Come From Agency

Please Select Size:

☐ Full Page, Color (with bleed) 8.75 x 11.25 $1320.00
(non bleed) 7.5 x 10

☐ 1/2 Page, Color 7.5 x 4.75 $745.00

☐ 1/4 Page, Color 3.667 x 4.75 $430.00

☐ 1/8 Page, Color 3.667 x 2.292 $220.00

<u>Payment is due net 30 days from the date the Advertising Order is approved or signed.</u>

Ad must be paid in full by March 1st, or it cannot appear in this year's Mule Days Collector's Magazine.

NOTE: Ad rates quoted are NET, agencies please add your commission to the above rates before quoting your client.

Absolute deadline for copy to Mule Days is March 15th.

***Please see following page for ad specs….**

Mule Days 1141 N. Main St. Bishop, Ca 93514 - 760-872-4263 - fax: 760-872-2328 - email: magazine@muledays.org

Authorized Signature: _____ Date: _____

Important Ad Spec Information

If you wish to repeat last years ad, simply complete the order form and email to Mule Days at magazine@muledays.org or fax: 760-872-2328. Please verify your contact information appearing on your order form and make any changes or additions as necessary.

We will be happy to custom build you an ad for this year's program! Submit a sketch by mail or fax. Original artwork (slicks) and original photographs must be submitted by mail. We cannot accept inkjet, photocopy or simulated grayscale laser print artwork. In addition to ad cost, ad production fee will be charged as follows:

1/8 page - $50
1/4 page - $75
1/2 page - $115
full page - $175

You may also submit your ad electronically. All art is requested in the format of 300 DPI in either EPS (Encapsulated Postscript Format), PSD (Photoshop), JPEG, TIFF or PDF (Adobe) for press output. All digital files can be sent in these formats, PSD, EPS or PDF.

*******Please send electronic files to: magazine@muledays.org.*******

Once your ad has been submitted, if you make changes to your ad, you will be charged a production fee for any changes you make. Changes due to publication error will not be charged a correction fee.

Absolute deadline for copy to Mule Days Office: March 15th. Ad must be paid in full by March 1st, or it cannot appear in this year's Mule Days Collector's Magazine.

Send all correspondence to:

Mule Days Celebration • 1141 N. Main St. • Bishop, CA 93514 • Fax: (760) 872-2328

For Additional Information, E-mail magazine@muledays.org or call the office at 760-872-4263