

# 2017 GUCA Annual Advertising Rate Sheet/Packages



**Ad Package 1: (Most Popular):** 3 print ads. Save 15%, FREE Front Page Web Logo and Marketplace Centerfold Logo in magazine.

**Ad Package 2:** 3 print/online ads. Save 15%. Plus free Marketplace Centerfold Logo.

**Ad Package 3:** 2 print/online ads. Save 10%.

## 2017 Monthly Magazine *Underground Connection*

	Black & White	One Color	Full/4-Color (Annual Rates)
Back Outside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$4,200.00**
Front Inside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$4,000.00**
Back Inside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$3,900.00**
Front 3 <sup>rd</sup> Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$3,800.00**
Presidential Page (SOLD) or Executive Page	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$3,700.00**
Back 3 <sup>rd</sup> Cover or Front 4 <sup>th</sup> Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$3,700.00**
Full Page (7.5" x 10")	<input type="checkbox"/> \$3,200.00*	<input type="checkbox"/> \$3,300.00*	<input type="checkbox"/> \$3,500.00**
1/2 Page (7.5" x 4.5")	<input type="checkbox"/> \$1,950.00*	<input type="checkbox"/> \$2,050.00*	<input type="checkbox"/> \$2,250.00*
1/4 Page (3.5" x 4.5")	<input type="checkbox"/> \$1,250.00*	<input type="checkbox"/> \$1,350.00*	<input type="checkbox"/> \$1,550.00*
Business Card (3.5" x 2")	<input type="checkbox"/> \$ 775.00*	<input type="checkbox"/> \$ 875.00*	<input type="checkbox"/> \$ 975.00*
Marketplace Centerfold Logo	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$ 375.00
Monthly Insert (Advertiser Provides 8.5" x 11" inserts each month)	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$1,700.00*

**Note:** All the above Monthly Magazine rates are for the full year (12 insertions).

**Other Incentives:** \*\*Includes Free Marketplace & Web Logo. \*Includes Free Marketplace Centerfold Logo.

## 2017 Annual Magazine *Utility Contractor of Georgia*

	Black & White	One Color	Full/4-Color
Back Outside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$2,700.00
Front Inside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$2,500.00
Back Inside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$2,400.00
Presidential Page (SOLD) or Executive Page	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$2,300.00
Front/Back 3 <sup>rd</sup> or Front 4 <sup>th</sup> Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$2,300.00
Full Page (7.5" X 10")	<input type="checkbox"/> \$ 1,400.00	<input type="checkbox"/> \$1,500.00	<input type="checkbox"/> \$1,700.00
1/2 Page (7.5" x 4.5")	<input type="checkbox"/> \$ 1,100.00	<input type="checkbox"/> \$1,200.00	<input type="checkbox"/> \$1,400.00
1/4 Page (3.5" x 4.5")	<input type="checkbox"/> \$ 800.00	<input type="checkbox"/> \$ 900.00	<input type="checkbox"/> \$1,100.00
Business Card (3.5" x 2")	<input type="checkbox"/> \$ 575.00	<input type="checkbox"/> \$ 675.00	<input type="checkbox"/> \$ 875.00

## 2017-2018 Membership Directory

	Black & White	One Color	Full/4-Color
Back Outside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> <b>SOLD!!!!</b>
Front Inside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> <b>SOLD!!!!</b>
Back Inside Cover	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> <b>SOLD!!!!</b>
Presidential Page	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> <b>SOLD!!!!</b>
Front/Back 3 <sup>rd</sup> or Front 4 <sup>th</sup> Cover (SOLD)	<input type="checkbox"/> N/A	<input type="checkbox"/> \$1,050.00	<input type="checkbox"/> \$1,250.00
Tab Pages	<input type="checkbox"/> \$950.00	<input type="checkbox"/> \$1,050.00	<input type="checkbox"/> \$1,250.00
Full Page (5" x 8")	<input type="checkbox"/> \$650.00	<input type="checkbox"/> \$ 750.00	<input type="checkbox"/> \$ 950.00
Half Page (5" x 3.5")	<input type="checkbox"/> \$425.00	<input type="checkbox"/> \$ 525.00	<input type="checkbox"/> \$ 625.00
Business Card (3.5" x 2")	<input type="checkbox"/> \$325.00	<input type="checkbox"/> \$ 325.00	<input type="checkbox"/> \$ 425.00
Directory Listing Logo *Reg. Rate/**With Ad Purchase	<input type="checkbox"/> \$150*/100.00 **	<input type="checkbox"/> \$150*/100.00**	<input type="checkbox"/> \$150*/100.00**

## 2017 Web Banner, Logo & E-Pipeline Advertising

(Web Banner: 468 x 60 pixels) (Web Logo: 150 x 50 pixels)	E-Pipeline (12-month) Web Banner	Front Page	E-Pipeline Logo (3-month)
<input type="checkbox"/> \$1,600.00	<input type="checkbox"/> \$900.00	<input type="checkbox"/> \$600.00	<input type="checkbox"/> \$600.00

## Artwork Deadlines & Mechanical Requirements

**Artwork Requirements:** Artwork can be emailed to michael@guca.com. Artwork must be submitted in high resolution PDF format at 300 dpi.

**Artwork Dimensions:** Dimensions listed above are listed as actual live area sizes and listed as W x H. There is no bleed area.

**Artwork Deadlines:** Monthly News Magazine 12/15/2016. Annual Magazine 4/30/2017. Membership Directory 7/31/2017.

## Payment Deadlines & Information (Please read and complete all sections below.)

All Payments must be enclosed with reservation form and received by the payment deadline of 12/31/2016. Your advertising insertion order is only secured once payment is received. All ads are reserved on a first paid basis. Once completed by ad purchaser, this sheet acts as your advertising invoice. GUCA membership dues must be paid for an ad purchase to run at the member rate. NO EXCEPTIONS.

- Sending check made payable to GUCA - **Note:** Use this form for payment request for your company. If you need an invoice, please check below.
- Requesting advertising invoice from GUCA - **Note:** Invoices must be submitted for payment upon receipt. No one will be invoiced after Dec. 15<sup>th</sup>.
- PO # \_\_\_\_\_ - **Note:** If a PO is needed to expedite the payment process, complete this section.
- Requesting credit card payment form - **Note:** All Credit Card Charges will be billed a non-refundable convenience fee.
- Total advertising purchase: \$ \_\_\_\_\_

Please indicate artwork correspondence below. If you do not indicate anything below, we will use the ad we have on file.

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Use Same Ad as Last Year | <input type="checkbox"/> Monthly News Magazine | <input type="checkbox"/> Annual Magazine | <input type="checkbox"/> Membership Directory |
| <input type="checkbox"/> Submitting New Ad        | <input type="checkbox"/> Monthly News Magazine | <input type="checkbox"/> Annual Magazine | <input type="checkbox"/> Membership Directory |

Please fax this form back to the GUCA office (404) 362-9211 and also include this form with your mailed payment to the GUCA office.

**COMPLETE ENTIRE SECTION FOR CONTACT INFORMATION - INCLUDE PO # IF NUMBER NEEDED IN ABOVE SECTION:**

**Company:** \_\_\_\_\_ **Phone:** ( ) \_\_\_\_\_ - \_\_\_\_\_ **Fax:** ( ) \_\_\_\_\_ - \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**GUCA Contact Information:** 804 Main Street, Suite C, Forest Park, GA 30297  
Phone: (404) 362-9995 Fax: (404) 362-9211 E-mail: michael@guca.com