



# 2018 GUCA Member Monthly Advertising Rate Sheet

Members can now take advantage of new advertising opportunities!  
Now members can advertise in one, four or six issues at discounted monthly rates!

## 2018 Monthly News Magazine *Underground Connection* (Prices below represent price per month)

	Black & White	One Color	Full/ 4-Color
<b>Full Page (7.5" x 10")</b>			
1 x per year	<input type="checkbox"/> \$350.00	<input type="checkbox"/> \$375.00	<input type="checkbox"/> \$400.00
4 x per year	<input type="checkbox"/> \$300.00	<input type="checkbox"/> \$325.00	<input type="checkbox"/> \$350.00
6 x per year	<input type="checkbox"/> \$275.00	<input type="checkbox"/> \$300.00	<input type="checkbox"/> \$325.00
<b>1/2 Page (7.5" x 4.5")</b>			
1 x per year	<input type="checkbox"/> \$250.00	<input type="checkbox"/> \$275.00	<input type="checkbox"/> \$300.00
4 x per year	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$250.00
6 x per year	<input type="checkbox"/> \$175.00	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$225.00
<b>1/4 Page (3.5" x 4.5")</b>			
1 x per year	<input type="checkbox"/> \$180.00	<input type="checkbox"/> \$190.00	<input type="checkbox"/> \$200.00
4 x per year	<input type="checkbox"/> \$130.00	<input type="checkbox"/> \$140.00	<input type="checkbox"/> \$150.00
6 x per year	<input type="checkbox"/> \$120.00	<input type="checkbox"/> \$130.00	<input type="checkbox"/> \$140.00
<b>Business Card (3.5" x 2")</b>			
1 x per year	<input type="checkbox"/> \$140.00	<input type="checkbox"/> \$145.00	<input type="checkbox"/> \$150.00
4 x per year	<input type="checkbox"/> \$105.00	<input type="checkbox"/> \$115.00	<input type="checkbox"/> \$125.00
6 x per year	<input type="checkbox"/> \$95.00	<input type="checkbox"/> \$105.00	<input type="checkbox"/> \$115.00
<b>Newsletter Insert (8.5 x 11" Advertiser provides insert)</b>			
1 x per year	<input type="checkbox"/> \$250.00	<input type="checkbox"/> \$250.00	<input type="checkbox"/> \$250.00
4 x per year	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$200.00
6 x per year	<input type="checkbox"/> \$175.00	<input type="checkbox"/> \$175.00	<input type="checkbox"/> \$175.00

## 2018 Website Advertising

Website Front Page Logo Links (150 X 100 pixels)	Front Page Logo
1 x per year	<input type="checkbox"/> \$ 85.00
4 x per year	<input type="checkbox"/> \$ 75.00
6 x per year	<input type="checkbox"/> \$ 60.00

## Monthly Advertising Placement Dates for News Magazine and/or Website

Monthly Insertion:  JAN  FEB  MAR  APRIL  MAY  JUNE  JULY  AUG  SEP  OCT  NOV  DEC

## Artwork Deadlines & Mechanical Requirements

All artwork and payments must be enclosed with reservation form and received by the 15<sup>th</sup> of the month prior to publication (Ex: 1/15/2018 for February 2018 Issue). You may also email artwork to michael@guca.com. Artwork must be submitted in PDF format at 300 dpi. (Dimensions listed above are listed as actual live area sizes and listed as W x H.)

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

Full advertising payment must be received by the 15<sup>th</sup> of the month prior to publication (Ex: 1/15/2018 for February 2018 Issue). Your advertising insertion order is only secured once payment is received. 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. If you need an invoice, please check below.
- Requesting advertising invoice from GUCA - **Note:** Invoices must be submitted for payment upon receipt.
- 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 non-refundable convenience fee.
- Total advertising purchase: \$ \_\_\_\_\_
- Ad rate \$ \_\_\_\_\_ x # of issues \_\_\_\_\_ = Total \$ \_\_\_\_\_
- Please indicate artwork correspondence below:  Use Same Ad as Last Year  Submitting New Ad

## Advertiser Company Information:

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

\*THESE RATES ARE FOR MEMBERS OF THE GEORGIA UTILITY CONTRACTORS ASSOCIATION, INC. NON-MEMBERS SHOULD CONTACT GUCA FOR NON-MEMBER RATES.  
You are receiving this fax because you have an Established Business Relationship with GUCA as defined by the FTC & FCC requirements or you have requested this information.  
If you no longer wish to receive fax updates from GUCA, call 877-723-4822, fax 404-362-9211 or e-mail [info@guca.com](mailto:info@guca.com) to be removed.