

# EastsideNews

Published by the Goodman Community Center

goodmancenter.org

## 2018 Advertising Space RESERVATION

Date: \_\_\_\_\_ Advertiser Name: \_\_\_\_\_ Nonprofit?  Y  N  
(Non-profit = 5% discount)

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### AD SPACE RESERVATION *Ensure there is space for your ad — black and white or color — by reserving space now.*

All six issues, same ad size and specifications, PAY AS YOU GO

SIZE \_\_\_\_\_ B/W rate \_\_\_\_\_ + Color fee \_\_\_\_\_ = \_\_\_\_\_  
Multiply by 6 = \_\_\_\_\_

These specific issues: [ You can submit different ads for each issue or run the same ad multiple times. ]

ISSUE	SIZE	CALCULATE YOUR COSTS		
<input type="checkbox"/> Jan / Feb	_____	B/W rate \$ _____	+ Color fee \$ _____	= \$ _____
<input type="checkbox"/> Mar / Apr	_____	B/W rate \$ _____	+ Color fee \$ _____	= \$ _____
<input type="checkbox"/> May / June	_____	B/W rate \$ _____	+ Color fee \$ _____	= \$ _____
<input type="checkbox"/> Jul / Aug	_____	B/W rate \$ _____	+ Color fee \$ _____	= \$ _____
<input type="checkbox"/> Sep / Oct	_____	B/W rate \$ _____	+ Color fee \$ _____	= \$ _____
<input type="checkbox"/> Nov / Dec	_____	B/W rate \$ _____	+ Color fee \$ _____	= \$ _____

Let our professionals design your ad (\$40 per hour; typical ad takes one hour.) = \$ \_\_\_\_\_

Total cost of your 2018 ads: \$ \_\_\_\_\_

Nonprofits: Calculate your 5% discount by multiplying the total cost by .95: \$ \_\_\_\_\_

See payment options on back ►

**For best rates, consider prepaying for all 6 issues with an annual contract.**

**Payment options:** *(Select one)*

- IMPORTANT:**
1. Payments must be kept current to ensure advertisements will continue to run.
  2. Payments can also be made in person with the receptionist at the Goodman Community Center.

- Check enclosed for \$\_\_\_\_\_ to pay for first ad. Bill me for future ads per issue.
- Send an invoice. I understand I must keep payments current if I want advertisements to continue running.
- I will call DeWayne Powell, Assistant Finance Director at (608) 204-8040 to pay part or all of my bill by credit card.
- I want to pay by credit card:  Discover  Mastercard  Visa  AmEx Name on card \_\_\_\_\_  
Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ 3-digit # on back \_\_\_\_\_

*When you agree to reserve ad space, you are responsible for payment whether you submit an ad or not.*

Your name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Thank you for advertising with the Eastside News.**



**Goodman**  
Community Center

149 Waubesa St.  
Madison, WI 53704

Phone (608) 241-1574  
ESNads@goodmancenter.org

**Please make a copy  
of this reservation  
for your records.**