***“Shearings” Quarterly Newsletter***

Massachusetts Christmas Tree Association

246 School Street Northborough, MA 01532

[shearings2u@verizon.net](mailto:shearings2u@verizon.net)

Gloria Ellsworth: 508-393-6479



Advertisement Application

Please fill in blanks by hand or by computer. Save as a word document under Your Company Name. (i.e. Dunkin Donuts- MCTA) Print copy for your records. To send by email, attach completed form and your ad (in color). (PDF preferred) Send check by regular mail.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date of Submission : |  | | | | |
| Company Name |  | | | | |
| Contact Name |  | | | | |
| Address |  | | | | |
| City |  | State |  | Zip |  |
| Phone |  | Fax |  | | |
| Email |  | | | | |

1. FULL PAYMENT due with application: (\*Invoice authorization needs approval)
2. CHECKS PAYABLE To : M.C.T.A. (Massachusetts Christmas Tree Association)
3. PLEASE CHECK or “X” : Month( s) and fill in Year you prefer your Ad to appear.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | February |  | May |  | August |  | November |
| Yr: |  | Yr: |  | Yr: |  | Yr: |  |

1. Size of Ad:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Full Page |  | 2/3 Page |  | Half ( ½) Page |  | Quarter (1/4) Page |
|  |  |  |  |  |  |  |  |
|  | Large Business Card | | |  | Reg. Business Card | | |

No. of Issues: Amount Enclosed: **$**

Authorized Signature\*: Date:

\*Digital Signatures permitted if submission is by email

*“Shearings” - Massachusetts Christmas Tree Association*

**2012-2013 ADVERTISING RATES AND REQUIREMENTS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Size** | **Dimensions** | **One (1) Issue** | **Two (2) Issues** | **1 Yr.- (4) Issues** |
| Full Page | 7.5”w x 10” h | $ 86.00 | $ 162.00 | $ 304.00 |
| 2/3 Page | 7.5” w x 6 ¾ “ h | 68.00 | 128.00 | 246.00 |
| 1/2 Page - Horizontal | 7.5”w x 5“ h | 48.00 | 90.00 | 172.00 |
| - Vertical | 3.5”w x 10” h | 48.00 | 90.00 | 172.00 |
| 1 /4 Page | 3 5/8” w x 5” h | 32.00 | 56.00 | 104.00 |
| Lg. Business Card | 4 ¼ ” w x 3 ½ “h | 26.00 | 48.00 | 92.00 |
| Business Card | 3 ½ “ w x 2” h | 20.00 | 38.00 | 74.00 |

**AD REQUIREMENTS**:

1. **Acceptable forms** of submitted ads:
   1. Black and white preferred. Color is permissible.
   2. Acceptable formats which can be mailed, on a CD or emailed:
      * + Camera ready proofs, physical hard copy
        + JPEG & PDF file format
2. **DEADLINES:**

▪ January 15 (Feb. Issue) ▪ April 15 ( May Issue) ▪ July 15 ( Aug. Issue) ▪ October 15 ( Nov .Issue)

1. **DIGITAL ADS** can be emailed to editor, Gloria Ellsworth

at : [shearings2u@verizon.net](mailto:shearings2u@verizon.net)

1. **PAYMENT:**  full payment must accompany the application ( for all issues).
2. Checks payable to M.C.TA.
3. Mail Completed Application, ad copy and payment to:

*Gloria Ellsworth*

*246 School Street*

*Northborough, MA 01532 Tel: 508-393-6479*

*Email:* [*shearings2u@verizon.net*](mailto:shearings2u@verizon.net)

1. Questions?? Call or email Editor

*Disclaimers:*

*Massachusetts Christmas Tree Association reserves the right to refuse the publication of an advertisement that is deemed not suitable for this publication. It is the Advertiser’s responsibility to check the correctness of the advertisement prior to submission for publication. Acceptance of advertising in the Shearings publication is not an endorsement by the M.C.T.A of any product or service and is not responsible for content or proofing of ad prior to publication.*