

IOWA SQUARE & ROUND DANCE NEWS FEDERATION MEMBER ADVERTISING FORM

This form is for ads submitted by members of the Iowa State Federation of Square and Round Dance Clubs. Ad prices are as follows:

| Regular Ad size | | Nonmember* | 10%@ | 20%# |
|-----------------|-------------|------------|---------|---------|
| ¼ Column | 3.8" x 2.5" | \$19.00 | \$17.10 | \$15.20 |
| ½ Column | 3.8" x 5" | 36.00 | 32.40 | 28.80 |
| Full Column | 3.8" x 10" | 52.00 | 46.80 | 41.60 |
| Half-Page | 7.8" x 5" | 52.00 | 46.80 | 41.60 |
| Full-Page | 7.8" x 10" | 84.00 | 75.60 | 67.20 |

*Price per month for a person not a member of the Iowa State Federation of Square and Round Dance Clubs. Nonmember ads on an annual basis (10 issues of same ad) paid in advance are eligible for 10% discount and free one-year subscription to the magazine.

@ Federation Member ads which are a non-square dance related ad are eligible for a 10% discount.

Federation Member ads that are square dance related are eligible for a 20% discount.

Special Ads - Greeting Ads and Swap Shop ads are available. Annual half-column Caller ads are \$262.50. \$175.00 for 1/3-column ad (3.4") A year's subscription is included. No other discount applies.

Ad content may be sketched on the blank space for the ad desired, on a separate sheet or if you have a computer file of your ad, the ad may be submitted via e-mail to Bob Myers at RMyers1737@aol.com (Also, please copy e-mail files to the Editor at fksmith2011@yahoo.com. Thanks)

MAC users, before attaching the file, please "Save As" the file with the period and the three character extension (For example, .DOC, .JPG, etc.).

ADVERTISER INFORMATION. Please Typewrite or Print Legibly. Use initials in Federation (C, EC, NE, QC, SE, SW, Sxl, TRI)

Ad Size _____ Cost _____

Date _____ Federation _____

Name _____

Address _____

City _____

State _____ Zip +4 _____

Send with check payable to IOWA STATE FEDERATION OF SQUARE AND ROUND DANCE CLUBS

Send **AD FORM (with ad layout or sketch if separate) AND CHECK** to your Area Advertising Manager or to the Advertising Manager: Bob Myers, 504 24th St., West Des Moines, IA 50265-4102 (515) 221-1252, E-mail: RMyers1737@aol.com

If you have questions, contact: Bob Myers, 504 24th St., West Des Moines, IA 50265-4102 (515) 221-1252, E-mail: RMyers1737@aol.com

Advertising Inserts . . . Please contact the editors.

HALF PAGE AD 7.8" X 5"

Cost (Interior Page Only):

\$52.00 - Commercial Ad

\$46.80 - Member, Ad NOT Square Dance Related

\$41.60 - Member, Ad IS Square Dance Related

(No Special Greeting Ad Price For Half Page Ad)

FULL PAGE AD - Size 7.8" X 10"

Cost (Interior Page Only):

\$84.00 - Commercial Ad

\$75.60 - Member, Ad NOT Square Dance Related

\$67.20 - Member, Ad IS Square Dance Related

(No Special Greeting Ad Price For Full Page Ad)

Caller/Cuer Business Card Ad (No subscription included)
\$45.00 per year for business cards (3.5" x 2") **OR**
\$25.00 per year for a column wide (3.86"), one-inch high listing (5
lines of type max., type similar to your card.).



Swap Shop Corner - The cost is \$10. Advertise here if you have a square or round dance item, clothing, records, something to do with square dancing. Now is your chance for you to sell, trade or whatever for example - the Square Dance Shirt or Square dance dress that shrunk in the closet, the Petti coat there is nothing to wear with, or the Yak Stack is too heavy. Sell or trade to get a new one! Remember, it must be square or round dance related and fit in a box this big.

**1/4 COLUMN AD
3.8" X 2.5"**

Cost:

\$19.00 - Commercial Ad
\$17.10 - Member, Ad NOT Square Dance Related
\$15.20 - Member, Ad IS Square Dance Related

\$12.00 - GREETING AD - Members Only

**1/2 COLUMN AD
3.8" X 5"**

Cost:

\$36.00 - Commercial Ad
\$32.40 - Member, Ad NOT Square Dance Related
\$28.80 - Member, Ad IS Square Dance Related

\$19.00 - GREETING AD - Members Only

\$262.50 - 1/2 Column Annual Caller ad
\$175.00 - 1/3 Column (3.4") Annual Caller ad

The dash line below is the bottom of a 1/3- column Caller Ad

**FULL COLUMN AD
3.8" X 10"**

Cost:

\$52.00 - Commercial Ad
\$46.80 - Member, Ad NOT Square Dance Related
\$41.60 - Member, Ad IS Square Dance Related

(No Special Greeting Ad Price For This Size Ad)