

# UPDATE

## 2021-2022 ADVERTISING INSERTION ORDER

Requested Newsletter Publication Issue(s):  April 2021  July 2021  September 2021  January 2022

The deadlines for advertising materials are the following: **April issue** - March 1; **July issue** - June 1; **September issue** - August 1; **January issue** - December 1. Due to space constraints, ads are accepted on a first-come, first-served basis and all ads may not be accepted. Digital and print ads will be placed in the newsletter as space allows. Please submit this completed and signed insertion order as soon as possible to reserve your advertising space. All ads should be produced per the specifications below and provided to Ray Hall via email at ray@societyhq.com. Ad production services are available for an additional fee of \$110 per hour.

- PLEASE PRINT -

Advertiser \_\_\_\_\_ Today's Date \_\_\_\_\_  
 Billing Client \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Email Address \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Headline \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_  
 Requested URL link \_\_\_\_\_

If you reserve ad space in multiple issues of the VSA Newsletter, there is a discount per issue.

Total Amount Due \$ \_\_\_\_\_ P.O. / Insertion Number (if applicable): \_\_\_\_\_

At the time of publication, your invoice will be issued. Payment is due within 15 days of invoicing or you may prepay for your ad. Your ads will be placed in both the digital and print versions of the newsletter. You will receive a link to the digital newsletter along with a printed copy with your invoice or receipt.

Invoice me  Payment with Credit Card

Special Instructions: \_\_\_\_\_

FULL SIZE		HALF SIZE		QUARTER SIZE	
<input type="checkbox"/> 1x rate - \$850	<input type="checkbox"/> 2x rate - \$750	<input type="checkbox"/> 1x rate - \$425	<input type="checkbox"/> 2x rate - \$375	<input type="checkbox"/> 1x rate - \$220	<input type="checkbox"/> 2x rate - \$190
<input type="checkbox"/> 3x rate - \$650	<input type="checkbox"/> 4x rate - \$600	<input type="checkbox"/> 3x rate - \$325	<input type="checkbox"/> 4x rate - \$300	<input type="checkbox"/> 3x rate - \$165	<input type="checkbox"/> 4x rate - \$150
<b>Digital Specs:</b> 750 px x 400 px horizontal RGB or Index color, 72 dpi, resolution, png ,gif or jpg file format		<b>Digital Specs:</b> 400 px x 200 px horizontal RGB or Index color, 72 dpi, resolution, png ,gif or jpg file format		<b>Digital Specs:</b> 200 px x 200 px RGB or Index color, 72 dpi, resolution, png ,gif or jpg file format	
<b>Print Specs:</b> 7.5" x 9.75" vertical, no bleed Greyscale only. 300 dpi resolution pdf, tif or jpg format		<b>Print Specs:</b> 7.5" x 4.875" horizontal, no bleed, Greyscale only. 300 dpi resolution pdf, tif or jpg format		<b>Print Specs:</b> 5" x 3" horizontal, no bleed Greyscale only. 300 dpi resolution pdf, tif or jpg format	

Method of Payment:  Check  VISA  MasterCard  American Express  
 Card No: \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Security Code\* \_\_\_\_\_  
 Signature \_\_\_\_\_ Printed Name on Card \_\_\_\_\_

\*CVV code is the three digit number on the back of VISA or MC or 4 digit number on the front of AMEX card above the account number.

For payment by check, please make payable to VSA and mail to:  
 Virginia Society of Anesthesiologists • 2209 Dickens Road • Richmond, VA 23230-2005 Phone (804) 565-6313  
 Fax signed and completed form to: (804) 282-0090 • Email: ray@societyhq.com

**Fax Completed and Signed Insertion Order to (804) 282-0090**