



General Correspondence & Ad Remittances  
Mail to: BSIA, Inc., P.O. Box 510956, Punta Gorda, FL 33951-0956

## BSIA PUBLICATIONS ADVERTISING RATES & ORDER FORM

Date: \_\_\_\_\_ Point of Contact: \_\_\_\_\_

Business Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

10% discount on ads placed in both publications.

**\*MEMBERSHIP DIRECTORY ADS** - The annual BSIA membership directory is published in February. Electronic directories are provided to all members and print directories are provided to members upon request. **(Please circle one):**

**Full Page - \$275.00** ~ **Half Page - \$200.00** ~ **Third of a Page - \$100.00**  
(4.5" w x 7.5" h; (4.5" w x 3.75" h) (4.5" w x 2.5" h)  
5"w x 8"h Covers (Back, Inside Front and Inside Back)

-- (Ad will be published in the following Directory): **February** \_\_\_\_\_ (year) --

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**\*NEWSLETTER ADS** – Newsletters are printed and mailed to all members in winter, summer and fall. Fees stated below are for all 3 issues. Divide prices by 3 to place an ad in one particular issue.

**Full Page - \$1000.00** ~ **Half Page - \$520.00** ~ **Quarter Page - \$270.00** ~ **1/8 Pg - \$162.00**  
(7.5"W x 10"H) (7.5"W x 4.75"H inside; (3.66"W x 4.625"H) (3.66"W x 2.25"H;  
7.5"w x 5.5"H back cover) – business card size)

(Ad(s) will be published in the following Newsletter(s):

**February** \_\_\_\_\_ (year) ~ **June** \_\_\_\_\_ (year) ~ **October** \_\_\_\_\_ (year)

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**\*\*\*Full page flyers** (550 copies) can be placed in any issue of the newsletter as an insert for **\$100.00 per issue**. *Please note that the cost for creating and printing these flyers is NOT included in the cost paid to BSIA for insertion into the newsletter(s).*

(Flyer(s) will be inserted into the following Newsletter(s):

**February** \_\_\_\_\_ (year) ~ **June** \_\_\_\_\_ (year) ~ **October** \_\_\_\_\_ (year)

\*\*\*Advertisers wishing to insert full page flyers (8.5 x 11”) in BSIA newsletters must either create their own flyers or have them created by a media company of their choice. Flyers can be full color or black and white, and front page only, or both front & back page. 550 copies must be printed and dropped off at our publications printer, **Buffalo Grafix, 18320 Paulson Drive, Port Charlotte, FL 33954, attn: Jordan Aquila – BSIA publications.**

~ Make checks for BSIA publications purchases payable to **Burnt Store Isles Association** ~

**Total Paid:** \_\_\_\_\_ **Check #** \_\_\_\_\_

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**Annual ads package deadline (January – December; directory and 3 newsletters) – January 10.**

**Annual ads packages may be placed at any time of the year.** The Directory ad will run in the next upcoming directory; newsletter ads will run in the next 3 consecutive newsletters.

**Individual ads in either publication may be placed any time of the year.** The Directory ad will run in the next upcoming directory; the newsletter ad will run in the next upcoming newsletter.

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**\*Ads format & delivery** – ads provided to BSIA for publication must be correctly sized for the publication intended, and provided to BSIA in PDF format. Email ads to [delkins01@ft.newyorklife.com](mailto:delkins01@ft.newyorklife.com). David will forward them to the appropriate persons with a copy of this order.

**\*New ads creation, format & delivery** – clients not in possession of a “ready to go” ad must either build/create their own ad or have it created by a media company of their choice. Ads must be created in the size purchased for the publication intended. *Please note that the cost for creating the new ad is NOT included in the cost of purchasing BSIA ad space in our publications.* Format and delivery instructions listed above, apply.

**Please note:** Ads provided in color are **printed** in monochrome (black/white/greyscale) in the print copies of the newsletter as a cost-savings measure. Only the front and back pages of the newsletter are printed in color. All ads in the membership directory are **printed** in monochrome. However, any ad provided to us in color will appear in color in all digital (online) pdf copies of the newsletter and membership directory.

For further clarification, contact ads sales at [david.h.elkins@comcast.net](mailto:david.h.elkins@comcast.net), directory information at [directory@bsia.net](mailto:directory@bsia.net) or newsletter information at [newsletter@bsia.net](mailto:newsletter@bsia.net).

Revised 8/7/2022.