



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) --

***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)

*****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 Graffix, 18320 Paulson Drive, Port Charlotte, FL 33954, attn: Jordan Aquila – BSIA publications.**

Total Paid: _____ **Check #** _____

Promise to pay by: _____
(date)

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.

***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. 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.

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

For further clarification, contact ads sales at delkins01@ft.newyorklife.com, directory information at directory@bsia.net or newsletter information at newsletter@bsia.net.

Revised 11/03/2021.