

2008 Advertising Rates & Insertion Order

Adv. Size Choice (Please check choice below)	Ad Size	“Winter” Issues Nov, Dec, Jan, Feb, Mar, Apr (Monthly Issue = One Month’s Exposure) Monthly Rate	“Summer” Issues May/June, July/Aug, Sep/Oct (Bi-Monthly Issue = Two Months’ Exposure, racks stocked monthly) Monthly Rate	Annual Advertising (6 “Winter” Issues Plus 3 “Summer,” Issues) = 9 Issues, 12 Months’ Exposure Monthly/Annual Rate
	Back Cover	\$ 628	\$ 518	\$ 470 / \$ 5640
	Inside Front, Back Covers	\$ 546	\$ 450	\$ 409 / \$ 4908
	Full Page – Opposite Inside Back Cover	\$ 546	\$ 450	\$ 409 / \$ 4908
	Full Page	\$ 498	\$ 411	\$ 373 / \$ 4476
	Half Page - Horizontal	\$ 294	\$ 243	\$ 220 / \$ 2640
	Half Page - Vertical	\$ 294	\$ 243	\$ 220 / \$ 2640
	Quarter Page - Horizontal	\$ 181	\$ 149	\$ 135 / \$ 1620
	Quarter Page - Vertical	\$ 181	\$ 149	\$ 135 / \$ 1620
	Business Card	\$ 88	\$ 73	\$ 66 / \$ 792

- **Generous discounts: Any 3 issues = 10%, Any 6 issues = 15%,**
- Web site link and listing in *The Peak's* on-line community shopping guide: Included. Enhance your free listing and increase online exposure by publishing your *Peak* advertisement online for low monthly charge: \$9.84 (9 issues), \$10.20 (6 issues), \$10.80 (3 issues)
- Annual subscription to *The Peak*, recognition, other GPPA member benefits: Included
- Rates apply with advertiser providing production-ready art work
- Guaranteed special placement of advertisement: 10%

Advertiser _____

Insertion Specifications: Please run in ___ “Winter” issues and ___ “Summer” issues. Discount _____ % Publish *Peak* advertisement online? (Circle Choice): Yes No. Total \$ _____.

Circle starting and ending issue (s) for advertisement:

May/June 08	July/Aug 08	Sep/Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May/June 09	July/Aug 09	Sep/Oct 09
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AD Copy: (Please check one.)

- _____ Use advertisement from the _____ issue.
- _____ Advertising materials to be delivered by the advertising close date in format described by Advertising Requirements Checklist.
- _____ Advertisement to be developed/changed by *The Peak* as described by *Advertisement Development Services & Order Form*).

Please complete and send this insertion order form and payment information to *The Peak*.

2008 Advertisement Payment Information

PLEASE COMPLETE AND SEND this Advertising Insertion Order form with your payment to *The Peak*. MAIL or FAX to: *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255. Phone: (480) 361-6498, Fax: (480) 585-1720, Email: thepeak@gppaaz.org.

Contact Information:

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____

Email: _____

Web site: _____

Payment Information: Signing this form signifies your agreement to pay at the rates and under the conditions stated herein. Advance payment must be made in advance by check or credit card except returning advertisers.

Signature: _____ **Date:** _____

_____ **Returning Customer.** Please invoice me as each payment comes due.

_____ **Check is Enclosed.** Please make payable to *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255.

_____ **Returning Credit Card Customer:** I agree that by requesting *A Peek at the Peak* to keep my credit card information on file, I am authorizing *A Peek at the Peak* to charge my credit card in incremental payments as each payment comes due.

Charge my: ___ VISA ___ MasterCard ___ American Express **Total Due \$** _____

Credit Card Number: _____ **Exp. Date:** _____

Name as printed on the card: _____ **Card Billing Address Zip:** _____

Attention Advertisers: This serves as a contract. *A Peek at the Peak* is authorized to insert your advertisement according to the specifications listed on the Insertion Order Form. Execution of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with *A Peek at the Peak's* terms as stated in the 2007 Advertising Rates & Insertion Order and Advertising Terms & Conditions. Advertising copy deemed objectionable by the publisher for any reason may be rejected.

Approved by: _____ for *A Peek at the Peak* Date: _____

For additional information and questions, please contact *The Peak* at (480) 361-6498 and visit GPPA and *The Peak* online at www.gppaaz.org.