



**THE
DOUBLE
REED**

Wayne Gaver - IDRS Advertising Coordinator

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Continuing Advertising Contract

Continuing advertisements are ads placed without time limitation until cancelled in writing. Such ads qualify** for annual billing on or about November 15 and an 8% cash discount for payment postmarked within 30 days of invoice date. The ad may be changed and additional short-term ads of the same or smaller size may be ordered and also qualify for annual billing terms as long as the largest ad size continues without interruption in every issue.

*** Subject to credit approval*

Starting date of contract: _____

ADVERTISER (as will appear in **Index of Advertisers**)

AGENT (if other than Advertiser)

Name _____

Name _____

Address _____

Address _____

Phone: _____

Phone: _____

FAX: _____

FAX: _____

E-mail _____

E-mail _____

Signature: _____

Signature: _____

Please reserve the following space:

COLOR

BLACK AND WHITE

REGULAR RATE

DONOR RATE

Full Page

Full Page

Half Page

Half Page

Quarter Page

Quarter Page

REGULAR RATE

DONOR RATE

Full Page

Full Page

Half Page

Half Page

Quarter Page

Quarter Page

Eighth Page

Eighth Page

**Donor rates apply only to IDRS members who maintain membership at Donor, Patron, or Benefactor level.*

ARTWORK TO BE SENT: *(Please refer to the IDRS rate card for mechanical requirements.)*

via E-mail to waynegaveridrs@msn.com

via street address above

Special Instructions / Alterations to previously run ad: