

# Advertising Order Form

Dated 12/04/07

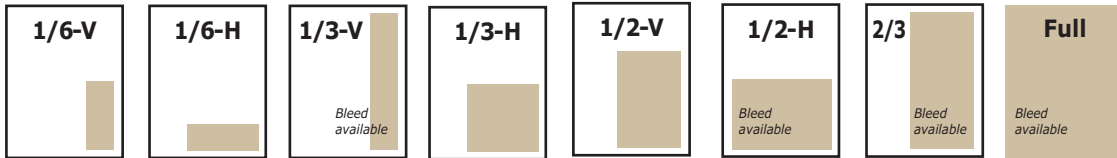
**ATTN:** Arika Selvig, STEMpress, PO Box 386001, Minneapolis MN 55438 ♦ **FAX:** 952-996-1384 ♦ **E-MAIL:** aselvig@STEMpress.org

1. Organization's Name \_\_\_\_\_
2. Organization's Complete Postal Mailing Address \_\_\_\_\_  
\_\_\_\_\_
3. Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_
4. Advertising Contact Person's Name \_\_\_\_\_

## 5. DISPLAY ADS Purchased

5.A  Yes  No I am purchasing a **Premium Placement Position** ad (go to #10 to enter the cost of your PPP ad)

5.B  Yes  No I am purchasing the following **Regular Display Ad(s)** (circle price & indicate quantity):



<b>Standard:</b>	2.25x4.75"	4.75x2.25"	2.25x9.75"	4.75x4.75"	4.75x7.25"	7.3125x4.75"	4.75x9.75"	7.8875x10.3875"
<b>W/Bleed:</b>	(n/a)	(n/a)	2.875x11.125"	(n/a)	(n/a)	8.625x5.357"	5.375x11.125"	8.625x11.125"

<b>B&amp;W:</b>	\$906	\$906	\$1,782	\$1,782	\$2,627	\$2,627	\$3,430	\$4,944
<b>2-c:</b>	\$997	\$997	\$1,960	\$1,960	\$2,889	\$2,889	\$3,773	\$5,438
<b>4-c:</b>	\$1,042	\$1,042	\$2,050	\$2,050	\$3,021	\$3,021	\$3,945	\$5,686
	Qty_____	Qty_____	Qty_____	Qty_____	Qty_____	Qty_____	Qty_____	Qty_____

←NOTE: live area on any of these four bleed options require a 0.375" inset on all four sides

Total cost of all Regular Display Ads purchased in 5.B: + \_\_\_\_\_ 5.B

5.C  Y  N Bleed Ad to page trim (add 10% to total from 5.B): + \_\_\_\_\_ 5.C  
*Exception: no charge for Full-page ads*

5.D  Y  N Guaranteed Right Hand Placement (add 10% to total from 5.B): + \_\_\_\_\_ 5.D

5.E  Y  N Special Requests / Instructions (add 10% to total from 5.B) + \_\_\_\_\_ 5.E

## 6. DIRECTORY INDEXES Purchased (check all that apply)

- Mission Ministry Equippers '09
- Mission Product & Service Providers '09
- Mission Sending & Receiving Organizations '09

6.A Add for: 1 Index \$655; 2 Indexes \$1,190; 3 Indexes \$1,665 + \_\_\_\_\_ 6.A

6.B If a Display Ad was purchased (#5 above), subtract \$200 per Index purchased: - \_\_\_\_\_ 6.B

### 7. QUICKSCAN LISTINGS Purchased

(you must purchase the corresponding "parent" Directory Index (#6 above) in order to purchase QuickScan Listings)

Use the list of QuickScan Categories (on pg. 5 of the Advertiser's Media Packet), and write in below the **category numbers** and **names** of the categories you are purchasing:

- |         |         |
|---------|---------|
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |

7.A Add for QuickScan Listings: + \_\_\_\_\_ 7.A

<input type="checkbox"/> 1 Listing @ \$70, add \$70	<input type="checkbox"/> 4 Listings @ \$52, add \$208
<input type="checkbox"/> 2 Listings @ \$58, add \$116	<input type="checkbox"/> 5-8 Listings @ \$49, add \$49 each listing
<input type="checkbox"/> 3 Listings at \$55, add \$165	<input type="checkbox"/> 9 or more Listings @ \$45, add \$45 each listing

8. SUB-TOTAL (compute #5.B through #7.A and enter sub-total here): = \_\_\_\_\_ 8.

9. EARLY ORDER DISCOUNT - \_\_\_\_\_ 9.A

- By March 21, compute **10% discount** on sub-total #8
- By May 16, compute **8% discount** on sub-total #8
- By June 20, compute **6% discount** on sub-total #8
- By July 25, compute **4% discount** on sub-total #8

9.B Early Order Discount Net Sub-Total (#8 - #9.A = #9.B) = \_\_\_\_\_ 9.B

### 10. PREMIUM PLACEMENT POSITIONS Purchased

(use the information from the bottom half of pg. 3 of the "Advertiser's Media Packet")

- |                                     |                      |                |
|-------------------------------------|----------------------|----------------|
| <input type="checkbox"/> Pg.# _____ | Ad Description _____ | Price \$ _____ |
| <input type="checkbox"/> Pg.# _____ | Ad Description _____ | Price \$ _____ |
| <input type="checkbox"/> Pg.# _____ | Ad Description _____ | Price \$ _____ |

10. Total of all Premium Placement Positions purchased: + \_\_\_\_\_ 10.

11. Premium Placement Position (PPP) Early Order Discount - \_\_\_\_\_ 11.A

- By March 21, compute **4% discount** on #10
- By May 16, compute **3% discount** on #10
- By June 20, compute **2% discount** on #10
- By July 25, compute **1% discount** on #10

11.B PPP Early Order Discount Net Sub-Total (#10 - #11.A = #11.B) = \_\_\_\_\_ 11.B

**12. NET SUB-TOTAL** (add #9.B + #11.B and enter net sub-total here):

= \_\_\_\_\_ 12.

**13. MULTIPLE DISPLAY AD DISCOUNT**

If 2 or more of any type Display Ads were purchased in #5, compute a **5% discount** on #11.B (PPP net sub-total); and compute a **5% discount** on #5.B (Regular Display Ads). Enter the total of both discounts on line #13.A.

- \_\_\_\_\_ 13.A

13.B Multiple Display Ad Net Sub-Total (#12 - #13.A = #13.B)

= \_\_\_\_\_ 13.B

**14. EARLY AD MATERIAL SUBMISSION DISCOUNT**

Submitted w/in 21 days of placing this Order Form, compute **2% discount** on #13.B

- \_\_\_\_\_ 14.A

\_\_\_\_\_ Qty. of "Spaces" Purchased. Per Media Packet pg. 10, place Final Dollar Amount on #15.A:

**15.A BOOK CATALOGUE GUARANTEED SPACES Purchased**

+ \_\_\_\_\_ 15.A

**15.B NET ORDER SUB-TOTAL** (#13.B - #14.A + #15.A = #15.B)

= \_\_\_\_\_ 15.B

**16.A EARLY PAYMENT DISCOUNT**

Paid now with this Advertising Order, compute **5% discount** on #15.B  
 Paid w/in 21 days of placing this Advertising Order, compute **3% discount** on #15.B  
 Paid by Sept 12th, compute **2% discount** on #15.B

- \_\_\_\_\_ 16.A

16.B Early Payment Net Sub-Total (#15.B - #16.A = #16.B)

= \_\_\_\_\_ 16.B

**17. THANK YOU DISCOUNT** (available *only* to last year's 2008 Advertisers)

"Thank You" coupon is attached (coupon must be used by Feb 22nd)

- \_\_\_\_\_ 17.

**18. DIRECT DELIVERY SERVICE (DDS) Purchased**

+ \_\_\_\_\_ 18.

\_\_\_\_\_ Qty. U.S. Names (min. 100 names to max. 1,000 names); on line #18 add \$250  
 \_\_\_\_\_ Qty. Add'l U.S. Names (beyond 1,000); on #18 also add add'l \$0.85 per Add'l Name  
 FREE: "Sent Compliments of \_\_\_\_\_"

**19. TOTAL DUE** (#16.B - #17 + #18 = #19):

= \_\_\_\_\_ 19.

**20. Ad Material Submission**

20.A  Yes  N/A Display Ads, logos, etc. will be submitted via e-mailed PDF file to: **ads@STEMpress.org**

20.B  Yes  N/A I need design/artwork/typesetting work done (billed at \$60/hour in 15-minute increments)

20.C  Yes  N/A My PDF files (and/or other ad copy and ad material) for my Display Ads, Directory Indexes, QuickScan Listings, and Product Showcase will be submitted by 3:00pm CDT August 22, 2008.

or ...

Early Discount 100% of my ad material will be submitted by: \_\_\_\_\_

20.D  Yes  N/A I will pay for all my advertising in full no later than 3:00pm CDT October 10, 2008.

or ... **Late payments will be assessed a 0.5% penalty per day.**

Early Discount I will be making early full payment by: \_\_\_\_\_

### 21. Other Advertiser Commitments

I understand and agree that:

- 21.A. MISSION MAKER MAGAZINE reserves the right to place ads anywhere throughout the magazine as we deem fit. This includes horizontal or vertical stacking and ganging ads from different advertisers together on the same page.
- 21.B. MISSION MAKER MAGAZINE reserves the right to refuse any advertising that, in our opinion, does not fit with traditional evangelical Christian mission.
- 21.C. I/We defend and indemnify MISSION MAKER MAGAZINE and STEM Int'l against any and all liability, loss, claims, infringements, violations, etc., resulting from the publication of the advertiser's advertisement.
- 21.D. I am/We are responsible for the content of my ads, including typos and mistakes. I agree to thoroughly proof-read my ads before submitting them to MISSION MAKER MAGAZINE, and agree to submit my display ads in one of the acceptable PDF format options listed on the website at: [www.MissionMakerMagazine.org](http://www.MissionMakerMagazine.org).
- 21.E. If MISSION MAKER MAGAZINE proofreaders find typos or errors in anything I submit, I/we agree to pay \$60/hr (billed in 15-min increments) if I want MISSION MAKER MAGAZINE to then repair my display ad; and/or if I exceed the maximum allowable characters in my DirectoryIndex/ProductShowcase/QuickScanListings and MISSION MAKER MAGAZINE is forced to edit/abbreviate my copy submission.
- 21.F. Cancellation Penalties, if applicable, will be imposed as set forth in the "Advertiser's Media Packet 2009."
- 21.G. I/We will abide by all other Terms listed or implied in the "Advertiser's Media Packet 2009."
- 21.H. **PAYMENT:** Total Payment Due: \$ \_\_\_\_\_ Payment Due Date: \_\_\_\_\_
- 21.I. **DIRECT DELIVERY SERVICE:** Qty of Names: \_\_\_\_\_ Names Due Date: \_\_\_\_\_

### 22. Advertising Order Form Authorized by:

(sign name): \_\_\_\_\_

(print name and title): \_\_\_\_\_

(date): \_\_\_\_\_

### 23. Payment Now (if applicable):

- My check is enclosed made payable to "STEMPress" (this is the preferred option) for the Total Due shown on line #19 (or #21.H)
- Please charge my credit card for this Advertising Order for the Total Due shown on line #19 (same as #21.H)
  - Visa     MasterCard     Discover     American Express

Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Phone Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

### 24. Submission: Submit this completed and signed 4-page form to the **attention of Arika Selvig** using one of these three submission methods:

**POSTAL MAIL:** STEMPress, PO Box 386001, Minneapolis MN 55438-6001

**FAX:** 952-996-1384

**E-MAIL:** [aselvig@STEMpress.org](mailto:aselvig@STEMpress.org)