

ADVERTISING ORDER FORM



LOS ANGELES EDITION

DATE: _____

COMPANY NAME: _____

OWNER/CONTACT NAME: _____

MAILING ADDRESS: _____

CITY/ST/ZIP: _____

PHONE 1: _____ PHONE 2: _____

FAX #: _____ E-MAIL: _____

CHOOSE YOUR AD(S) and LISTING(S): (All will appear on our web site for FREE!)

- _____ Back Cover – Call for rates and availability: 800-341-0680 _____
- _____ Inside Front Cover – Call for rates and availability: 800-341-0680 _____
- _____ Inside Back Cover – Call for rates and availability: 800-341-0680 _____
- _____ 2-Page Spread \$4400 _____
- _____ Full Page \$2530 _____
- _____ 1/2 Page ____vertical ____horizontal \$1485 _____
- _____ 1/4 Page ____vertical ____horizontal \$ 990 _____
- _____ 1/8 Page \$ 660 _____
- _____ Basic Listing* - 1 free with each display ad above **FREE** _____
- _____ Basic Listing* - Without display ad \$ 220 _____

*The directory has a very specific format. Basic Listing is up to 4 lines of contact data only. Create your listing by calling your Account Manager (existing accounts: 800-621-8808 or new accounts: 877-307-8808) or using the **Listing Request Form**. Up to four of the following are included plus one or two phone numbers: 1) business name; 2) contact or owner's name; 3) address; 4) city, state, zip 5) e-mail; 6) web site. **Additional lines of contact data and/or descriptive data are charged at a per line rate.** (Note: "See ad on page XX." is free for all display advertisers.)

- _____ Additional lines \$ 20/line _____
- _____ Formatting Charge** \$ 30/listing _____

**Special formatting, such as capital letters, bolding, italics, underlining or bullets can be done to your specification to make your listing stand out more on the page.

SUBTOTAL _____

SUBTRACT YOUR DISCOUNT, IF PAYING BEFORE SEPT. 30TH:

- Option 1: Subtract 10% if paying by credit card (Visa or MC); PayPal _____
- Option 2: Subtract 12% if paying by check, check by fax or money order - _____

TOTAL _____

GRAPHIC DESIGN FOR YOUR AD (OPTIONAL): (No discounts apply.)

- _____ 1/8 or 1/4 Page \$40
 - _____ 1/2 Page \$65
 - _____ Full Page \$100
 - _____ 2-Page Spread \$140
- Total for typesetting + _____

GRAND TOTAL _____

Make checks payable to: **Who? What? Where?**. Mail **check** and **applicable completed forms (Advertising Order Form &/or Listing Request Form)** along with your **signed Advertising Agreement** to: **Who? What? Where?, PO Box 2122, Clearwater, FL 33757**. Or Fax your **completed forms, including signed Advertising Agreement, Check or Credit Card Authorization Form** to: **800-341-0680**.