



APPLICATOR

A PUBLICATION OF THE SEALANT, WATERPROOFING & RESTORATION INSTITUTE

2008 ADVERTISING SIZES AND RATES

Full Page	7 1/2" x 10"	\$1,250
Half-page horizontal	7 1/2" x 5"	\$950
Half-page vertical	4 7/8" x 7"	\$950
One-third page horizontal	7 1/2" x 3 1/2"	\$750
One-third page vertical	2 3/8" x 10"	\$750
Premium position.....		\$300
Inserts		\$1,750

- Four-color artwork submitted in a digital format is preferred. 300 dpi minimum. Files can be accepted in InDesign, Illustrator, eps, tiff, and pdf file formats.
- Advertising space is limited and is on a first-come first-served basis.
- No advertising commissions will be honored.



ADVERTISING CLOSING DATES

Winter 2008 (Winter Tech Issue) Publication Date: Feb. 27 Space Reservation Deadline: Jan. 28 Materials Due Date: Feb. 4	Spring 2008 Publication Date: May 28 Space Reservation Deadline: April 28 Materials Due Date: May 5	Summer 2008 Publication Date: Sep. 5 Space Reservation Deadline: Aug 6 Materials Due Date: Aug. 13	Fall 2008 (Fall Tech Issue) Publication Date: Dec. 8 Space Reservation Deadline: Nov. 5 Materials Due Date: Nov. 12
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SPACE RESERVATION

Winter 2008 Price \$ _____ (Winter Technical Issue!)

Advertisement Size: Full page Half-page horizontal Half-page vertical
 One-third page horizontal One-third page vertical

Check appropriate boxes:
 Pick up our ad that ran in the past issue of the Applicator. Issue: _____
 New digital artwork will be sent to SWRI headquarters by the specified deadline.
 We would like to request preferred position placement.

Spring 2008 Price \$ _____

Advertisement Size: Full page Half-page horizontal Half-page vertical
 One-third page horizontal One-third page vertical

Check appropriate boxes:
 Pick up our ad that ran in the past issue of the Applicator. Issue: _____
 New digital artwork will be sent to SWRI headquarters by the specified deadline.
 We would like to request preferred position placement.

Summer 2008 Price \$ _____ (Fall Tech Issue!)

Advertisement Size: Full page Half-page horizontal Half-page vertical
 One-third page horizontal One-third page vertical

Check appropriate boxes:
 Pick up our ad that ran in the past issue of the Applicator. Issue: _____
 New digital artwork will be sent to SWRI headquarters by the specified deadline.
 We would like to request preferred position placement.

Fall 2008 Price \$ _____

Advertisement Size: Full page Half-page horizontal Half-page vertical
 One-third page horizontal One-third page vertical

Check appropriate boxes:
 Pick up our ad that ran in the past issue of the Applicator. Issue: _____
 New digital artwork will be sent to SWRI headquarters by the specified deadline.
 We would like to request preferred position placement.

ADVERTISER INFORMATION

Advertiser

Contact Name

Contact Title

Contact Phone/Fax

Billing Address

City/State/ZIP

E-mail/Web Site

Bill to P.O. #

Signature

For more information or to send materials:



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