



Back Country Horsemen of Washington

Trailhead News Advertising Insertion Order, Contract & INVOICE

We \_\_\_\_\_ (firm) agree to advertise in the Backcountry Horsemen of Washington Trailhead News magazine, published by Washington Media Services, Inc., to commence (Jan./Feb., Mar./April, May/June, July/Aug., Sept./Oct., Nov./Dec.) and end \_\_\_\_\_, 20\_\_\_\_\_. The ad insertion will run \_\_\_\_\_ time(s) at the size of \_\_\_\_\_ page.

The cost for each ad insertion shall be \$\_\_\_\_\_ per issue for a total of \$\_\_\_\_\_.

The cost for spot color in ads shall be \$225.00 per color X \_\_\_\_\_ colors, for a total of \$\_\_\_\_\_.

PMS Colors (please specify) Color \_\_\_\_\_ PMS \_\_\_\_\_ Color \_\_\_\_\_ PMS \_\_\_\_\_ Color \_\_\_\_\_ PMS \_\_\_\_\_

Please Note: When a contract is signed to run an ad for 1 year, you are eligible to have your ad on the BCHW website for free. Contact Adriane at (360) 754-4543 for more information. All ads shall be supplied as high resolution PDFs (for magazine) and high resolution JPGs (for website). Email: bchw@wamedia.com

ADVERTISER PLEASE FILL OUT

Advertising firm \_\_\_\_\_
Contact person \_\_\_\_\_
Email \_\_\_\_\_
Address \_\_\_\_\_
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
Phone ( \_\_\_\_\_ ) \_\_\_\_\_
Fax ( \_\_\_\_\_ ) \_\_\_\_\_
Advertiser Signature \_\_\_\_\_

YES, I/we understand that before ad is published, completed form must be faxed back to Adriane at WMS 360.350.4344 and payment for ad (issue to issue and yearly) is due in full by \_\_\_\_\_

AD INSERTION TOTAL (from totals above)

Please Note: for discount rate, full payment due at time of first insertion.

Cost of ad insertion \$\_\_\_\_\_

Cost for spot color(s) \$\_\_\_\_\_
(1 spot color \$225.00 each insertion)

Website ad \$ FREE \_\_\_\_\_
(Eligible with 1 year contract only, must receive payment in advance)

TOTAL \$\_\_\_\_\_

Payment being sent

Check out BCHW's website at www.bchw.org

WMS can design your ad today!

Ad design is an additional charge of \$75.00 per hour with a minimum charge of \$40.00. For more information, contact Adriane at (360) 754-4543.

AD DESIGN TOTAL

Cost for ad design \$\_\_\_\_\_

TOTAL \$\_\_\_\_\_

Payment being sent

Please make check payable to Washington Media Services for ad design only.

Mail payment to Washington Media Services, Inc. P.O. Box 7184 • Olympia, WA 98507.

Please make check payable to Back Country Horsemen of Washington State for ad insertion only.

Mail payment to Washington Media Services, Inc. P.O. Box 7184 • Olympia, WA 98507.