



# 2012 OABA Midway Marquee

The Official Yearbook and Monthly Planner of  
The Outdoor Amusement Business Association

## Advertising Rates

5% Discount if payment accompanies order  
Standard 15% commission to recognized  
Advertising Agencies.

### Black and White

Full Page.....\$950  
1/2 Page.....\$650  
1/4 Page.....\$450

### Full Color

Full Page.....\$1,550  
**NEW!** Color Ad in Directory Pages.....\$1,600  
Full Page Tab Position .....\$1,650  
1/2 Page.....\$850  
1/4 Page.....\$585

### Cover Positions

Inside Front Cover.....\$2,500  
Inside Back Cover.....\$2,500  
Outside Back Cover.....\$3,000

### Ad Design Rates

*Includes nominal typesetting, image/logo  
placement and ad production.*

1/4 or 1/2 Page: Color-\$250 B&W-\$150  
Full Page: Color-\$350 B&W-\$200

*Scans will be billed at publisher's cost.*

### Ad Sizes

*Trim size is 8.5 x 11"*

Full Page.....7 1/2"w x 10"h  
Full Page/Bleed.....9"w x 11 1/2"h  
1/2 Page Horizontal.....7 1/2"w x 4 5/8"h  
1/2 Page Vertical.....3 5/8"w x 10"h  
1/4 Page Horizontal.....7 1/2"w x 2 3/8"h  
1/4 Page Vertical.....3 5/8"w x 4 5/8"h

### For Questions &

**Return Payments, this Form and Ads to:**

**John Owens, OABA Advertising**

Email: johnoaba@aol.com  
Phone: 800-517-6222  
Fax: 407-681-9445

**OABA**

1035 S. Semoran, Suite 1045A  
Winter Park, FL 32792

## Insertion Order

Date \_\_\_\_\_

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

## Ad Placement Specifications

Ad size \_\_\_\_\_

\_\_\_ Black & White \_\_\_ 4/Color Process

Special Instructions \_\_\_\_\_

Cost \$ \_\_\_\_\_ Discounts Applied ( \_\_\_\_\_ ) = \_\_\_\_\_

## Ad Mechanical Submission

\_\_\_ Electronically, high res CMYK file saved as a PDF.  
*Please call John Owens at 775-544-7480 for additional information.*

\_\_\_ Copy, logo, layout to be furnished by customer. OABA to produce ad  
with customer's approval before insertion.

\_\_\_ Pick up 2011 ad with changes furnished.

\_\_\_ Pick up 2011 ad **exactly** as it appears.

## Deadlines:

Insertion Order Due **OCTOBER 28, 2011**

Materials Due **NOVEMBER 7, 2011**