



Advertising Order Form

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OFFICE USE
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MISSOURI BOTANICAL GARDEN
Best of Missouri Market® Directory
Saturday and Sunday, October 6-7, 2012

12,000 ad booklets were distributed last year!

Artwork and Payment due by July 20, 2012

1. Type of Ad

Yes, I would like to advertise in the 2012 Best of Missouri Market Directory. (Must check box)

- new ad
- same ad as last year
- same ad as last year with revisions

Revisions/Notes: _____

- I am a:
- Sponsor
 - Trade Ad
 - Members Board
 - Board of Trustee
 - Vendor
 - Other _____

2. Your ad specs

2012 Ad Pricing for vendors only

Choose ad size (sample sizes on back)

- Full Page (~~\$350~~) Vendor Price (\$325) 4-1/2" x 7-3/4"
- Half Page (~~\$200~~) Vendor Price (\$175) 4-1/2" x 3-3/4"
- Vertical Quarter Page (~~\$100~~) Vendor Price (\$90) 2-1/8" x 3-3/4"
- Horizontal Quarter Page (~~\$100~~) Vendor Price (\$90) 4-1/2" x 1-3/4"

Design ad (black and white)

- Please send artwork as a **high-resolution (300 dpi) PDF file** with artwork flattened and fonts embedded.
- Word, Powerpoint, Publisher, and Corel Draw will not be accepted.
- Name your digital file "Your company name_Bomm2012".

E-mail artwork to ellen.flesch@mobot.org by July 20, 2012.

Date e-mailed _____

3. How to pay

Payment

Call (314) 577-5154 to charge your ad by phone or complete the following and return by mail, fax to (314) 577-0849, or email to sheila.pratt@mobot.org

Choose Credit Card type: Visa MasterCard Discover

Account number: _____

Expiration date: _____

Name as it appears on card: _____

Signature: _____

Checks may be made payable to:
Missouri Botanical Garden

Mail payment to:
Missouri Botanical Garden
Attn: BOMM - Sheila Pratt
P.O. Box 299
St. Louis, Missouri 63166-0299

4. Contact information (MUST BE COMPLETE):

Company Name: _____ Contact Name (print): _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Signature: _____ Title: _____

Ad Solicitor: _____

Questions? Call or email Sheila Pratt at (314) 577-5154 or sheila.pratt@mobot.org

All spaces MUST be complete to process your ad!

Best of Missouri Market ad sizes

Full Page

$4\frac{1}{2}$ (w) x $7\frac{3}{4}$ (h)

fold

Half Page

$4\frac{1}{2}$ (w) x $3\frac{3}{4}$ (h)

Horizontal Quarter Page
 $4\frac{1}{2}$ (w) x $1\frac{3}{4}$ (h)

Vertical Quarter Page
 $2\frac{1}{8}$ (w) x $3\frac{3}{4}$ (h)