



**ADVERTISING PURCHASE ORDER**

ADVERTISER/COMPANY \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

**ADVERTISING SIZES & RATES:**

**SPJ.org** [WIDTH X HEIGHT IN PIXELS]

- Skyscraper**  
(160x60) **\$1,000/mo**
- Medium Rectangle**  
(300x300) **\$700/mo**
- Anchor Banner**  
(520x90) **\$500/mo**
- Small Rectangle**  
(195x195) **\$450/mo**

Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_

**Quill Online** [WIDTH X HEIGHT IN PIXELS]

- Skyscraper**  
(160x60) **\$850/mo**
- Small Rectangle**  
(195x195) **\$350/mo**
- Medium Rectangle**  
(300x300) **\$550/mo**
- Small Rectangle**  
(195x195) **\$400/mo**

Run Dates: \_\_\_\_\_ Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_

**Ethics Central** [WIDTH X HEIGHT IN PIXELS]

**ONLINE ADVERTISING DISCOUNTS: 10% off** when you place an ad on spj.org AND quillmag.com or ethicscentral.org, **15% off** when you place an ad on all three sites.

**eNewsletters** [WIDTH X HEIGHT IN PIXELS]

- Leads Banner**  
(850x90) **\$600/wk**
- Job Post in Leads**  
(TEXT BLUB) **\$200/wk**
- Advocate Banner**  
(300x300) **\$350/mo**

Run Dates: \_\_\_\_\_ Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_

**eNEWSLETTER DISCOUNTS: 5% off** on Leads and The Advocate ad or Leads ad and job post, **10%** on four ads or job posts, **20%** on eight ads or job posts.

**Quill Magazine** [WIDTH X HEIGHT IN INCHES ]

	1X	2X	4X
<input type="checkbox"/> <b>Full Page Ad (trim size/bleed)</b> (8.25"x10.75"/ 8.5"x11")	<input type="radio"/> <b>\$2,000</b>	<input type="radio"/> <b>\$1,900</b>	<input type="radio"/> <b>\$1,800</b>
<input type="checkbox"/> <b>1/2 Page Ad (horizontal)</b> (7.25"x4.75")	<input type="radio"/> <b>\$1,000</b>	<input type="radio"/> <b>\$900</b>	<input type="radio"/> <b>\$800</b>
<input type="checkbox"/> <b>1/4 Page Ad</b> (4.75"x4.75")	<input type="radio"/> <b>\$600</b>	<input type="radio"/> <b>\$500</b>	<input type="radio"/> <b>\$400</b>
<input type="checkbox"/> <b>Back Inside Cover Ad (trim size/bleed)</b> (8.25"x10.75"/ 8.5"x11")	<input type="radio"/> <b>\$2,500</b>	<input type="radio"/> <b>\$2,400</b>	<input type="radio"/> <b>\$2,300</b>
<input type="checkbox"/> <b>Front Inside Cover Ad (trim size/bleed)</b> (8.25"x10.75"/ 8.5"x11")	<input type="radio"/> <b>\$2,500</b>	<input type="radio"/> <b>\$2,400</b>	<input type="radio"/> <b>\$2,300</b>

Run Dates: \_\_\_\_\_ Comments: \_\_\_\_\_

**PAYMENT INFORMATION:**

**Total Cost:** \_\_\_\_\_  CHECK  CREDIT CARD

**Today's Date:** \_\_\_\_\_ **NOTE: Due upon receipt**

**SPJ Tax ID #36-2037874**

PAYABLE TO: **Society of Professional Journalists**

MAIL TO: SPJ  
PO Box 441748  
Indianapolis, IN 46244

**CREDIT CARD PAYMENT INFO**

AMEX  VISA  MasterCard

Name as it appears on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Charge Amount \$ \_\_\_\_\_

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

*Please send questions, artwork, copy and links to SPJ Communications Specialist Zoë Berg at zberg@spj.org. Dates are subject to availability.*

For Office use only: **DATE:** \_\_\_\_\_ **INITIALS:** \_\_\_\_\_ **STATUS:** \_\_\_\_\_