

DISPLAY ADVERTISING INSERTION ORDER



YES, please place my display ad in the issue(s) of *Travel 50 & Beyond* magazine indicated below:

- Winter 2012** On sale January 17, 2012; closes November 11, 2011
- Spring** On sale March 20, 2012; closes January 13, 2012
- Summer** On sale May 15, 2012; closes March 9, 2012
- Fall** On sale September 18, 2012; closes July 13, 2012
- Winter 2013** On sale January 15, 2013; closes November 9, 2012

Advertiser's Name: _____

- *Ad Size: 2 page spread 1/2 page island 1/3 page square
 Full page 1/2 page horizontal 1/3 page vertical
 2/3 page 1/2 page vertical 1/6 page vertical

- Color: 4-color Black & white
 Bleed Special Position _____

*Gross Rate: _____ Net Rate: _____

Special Instructions (if there will be a Vacation Planning Guide ad with this display ad, please use the lines below for your copy and lead fulfillment instructions): _____

NAME AND ADDRESS OF ORGANIZATION PLACING ORDER

Name _____ Title _____
Company _____ Email _____
Address _____
City _____ State _____ Zip _____
Phone () _____ Fax () _____
Signature _____ Date _____

Complete, sign and return to:
Vacation Publications
Attention: Advertising
5851 San Felipe Street, Suite 500
Houston, TX 77057

Questions: Call (713) 974-6903 or fax (713) 978-6003

*See rate card or www.Travel50andBeyond.com/advertising for rates, ad dimensions and mechanical requirements.

VACATION PLANNING GUIDE INSERTION ORDER

Travel

50 & Beyond

- Complete and mail or fax the insertion order below, specifying Plan AA, Plan A or Plan B.
- Enclose your color brochure or digital image with proof for Plan AA or Plan A, or for Plan B a reproduction quality sample of your logo (we handle all production).
- Provide a maximum of 75 words for Plan AA or 30 words for Plan A or B (more than maximum may be edited).
- Provide a name and address or email address to which readers' responses should be sent.

FULFILLMENT: A postage-paid reply card is inserted in *Travel 50 & Beyond* for reader response to your ad. The magazine will provide you with a set of gummed labels and a duplicate list or an email with your respondents' names and addresses.

YES, please place my Vacation Planning Guide ad(s) in the issue(s) of *Travel 50 & Beyond* magazine indicated below:

Plan AA – 6 ads to a page

- Winter _____
- Spring _____
- Summer _____
- Fall _____
- 4x starting _____
- *Rate _____

Plan A – 12 ads to a page

- Winter _____
- Spring _____
- Summer _____
- Fall _____
- 4x starting _____
- *Rate _____

Plan B – 24 ads to a page

- Winter _____
- Spring _____
- Summer _____
- Fall _____
- 4x starting _____
- *Rate _____

Winter 2012 Issue Closes: November 11, 2011

Spring Issue Closes: January 13, 2012

Summer Issue Closes: March 9, 2012

Fall Issue Closes: July 13, 2012

Winter 2013 Issue Closes: November 9, 2012

On Sale: January 17, 2012

On Sale: March 20, 2012

On Sale: May 15, 2012

On Sale: September 18, 2012

On Sale: January 15, 2013

Copy (more than maximum may be edited:) _____

PLEASE INDICATE YOUR CHOICE OF FULFILLMENT MODE: Labels and list Email

TRAVEL 50 & BEYOND WILL SEND REQUESTS RECEIVED FOR YOUR LITERATURE TO THE PERSON BELOW:

Name _____ Title _____

Company _____ Email _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____

URL _____

NAME AND ADDRESS OF ORGANIZATION PLACING ORDER:

Name _____ Title _____

Company _____ Email _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____

Signature _____ Date _____

Complete, sign and return with materials to:

Vacation Publications, Attention: Advertising, 5851 San Felipe Street, Suite 500, Houston, TX 77057

Questions: Call (713) 974-6903 or fax (713) 978-6003

*See rate card or www.Travel50andBeyond.com/advertising for rates, ad dimensions and mechanical requirements.