



FOWA 2020 ADVERTISING RATES/INFORMATION

Please the ad(s) size/type you are interested in placing, what payment plan and in which publications/issues:

Newsletter: VOICE ad prices per issue

BLACK & WHITE Ad (See Ad Spec Sheet for Sizes)

- Full Page \$295
- Half Page \$175
- Quarter Page \$120

FULL COLOR Ad Prices (Only Full Page Size Offered for COLOR ads)

- Full Page (Interior) \$465
- Inside Front Cover \$575 (not currently available)
- Inside Back Cover \$495
- Back Cover (8.5" X 8") \$575 (not currently available)

Please select ONE of the following payment options if advertising in ALL SIX (6) issues:

- Pay all 6 issues in advance by January 31st and receive a 10% discount
- Make two payments (50% by January 31st and 50% by June 1st) and receive a 5% discount
- Be invoiced per issue (No discount applies)

OR Select individual issues in which you'd like to run your ad:

(No discount applies – Payment is due by ad due dates listed on spec sheet for each issue)

- Vol 1 (Feb) Vol 2 (Apr) Vol 3 (Jun) Vol 4 (July-prior to Convention) Vol 5 (Oct) Vol 6 (Dec)

WEB ADVERTISING (Scrolling logo to your URL on FOWA website): Submit Logo and website link to email listed below.

Frequency & Price: 1 mo \$100 3 mos \$250 6 mos \$450 9 mos \$550 12 mos \$650

6 issue Voice Advertisers take 25% off listed web ad prices!

CLASSROOM ADVERTISING/EDUCATION SPONSORSHIP: Ad/Logo displayed in FOWA classroom on PowerPoint during registration/check-in and during lunch. 40+classes taught throughout FL to over 1,300 attendees

Frequency & Price: (Full Screen) 1 mo \$100 3 mos \$250 6 mos \$450 9 mos \$550 12 mos \$650

Frequency & Price: (Half Screen) 1 mo \$ 75 3 mos \$185 6 mos \$335 9 mos \$410 12 mos \$485

6 issue Voice Advertisers take 25% off listed web ad prices!

BUYER'S GUIDE: (Published on FOWA website in conjunction with the FOWA convention and trade show)

(See Ad Spec Sheet for Sizes) – Submit ad by **June 1st**

- Full Page \$165 Half Page \$110

CALCULATE PAYMENT DUE:

Voice Ad Price X # of Issues =	\$	Less Voice Discount	\$	= Voice Ad Total	\$
Web Ad Price	\$	Less Web Ad Discount	\$	= Web Ad Total	\$
Classroom Ad Price	\$	Less Class Ad Discount	\$	= Class Ad Total	\$
				Buyers Guide Ad	\$
Total Amount Due for 2020 Advertising					\$

Please email ad copy, URL and logos to: advertising@fowaonsite.com

Ad Contact Person _____

Company _____ Address _____

City _____ State _____ Zip _____

Email Address _____

Phone () _____ Fax () _____

Fee enclosed \$ _____ Check # _____ OR Credit Card Pmt VISA ___ MC ___ Amex ___ Disc ___ Amt Authorized \$ _____

Card Verification # _____ (DISC, MC, VISA=Last 3 digits on back of card. AMEX=4 digits on front)

Credit Card # _____ Exp. Date ____/____/____

Name on Card _____ Signature authorizing charge _____

Billing Address & Zip Code _____

Mail w/Check (Payable to FOWA) or Credit Card Info to: FOWA • P.O. Box 665 • Winter Haven, FL 33882

Fax with Credit Card Information to: 877-832-9434 OR **Pay Online:** <https://www.fowaonsite.com/publications>