

## **WWHA Fort Smith Roundup Program 2021** **Advertising Rates and Information**

The Wild West History Association will publish a Fort Smith *Roundup Program*; it will be distributed to all members within the June membership mailing, given to all attendees at the Roundup, and used widely in promotion of the Roundup – amounting to some 1200 copies.

### **Authors, Publishers, Vendors**

The most effective way to reach Roundup attendees is with an ad in the WWHA Roundup Program (it might include information specific to the Roundup, for instance: discounts or special offerings). Prime spots are on a first-come/first-served basis so e-mailing the advertising chair to check on availability is recommended.

### **Advertising Rates:**

<b>Format</b>	<b>Size</b>	<b>Cost</b>	
Full page outside back cover (color only)	7 ½ x 10	\$300	SOLD
Full page inside back cover (color)	“	\$250	SOLD
Full page inside front cover (color)	“	\$250	
Full page within program (color)	7 ½ x 9 ½	\$225	
Full page within program (b&w)	“	\$175	
All ad sizes below are black & white only:			
Half page within program horizontal	7 ½ x 4 ¾	\$100	
Half page within program vertical	3 ½ x 9 ½	\$100	
Quarter page within program	3 ½ x 4 ¾	\$75	

### **Ad Design**

All ads must be fully designed and “camera ready” in the sizes specified above, unless they are wording only. The preferred digital format for "camera ready" ads is a pdf file.

### **Advertising Deadlines**

Advertising space should be reserved as early as possible to insure that space is available.

### **Placing An Ad**

Ads must be submitted via e-mail to royyoung@pldi.net no later than May 1, 2021.

Payment is due to the treasurer at the time the ad is placed, unless other arrangements are made in advance. All payments must be sent to the treasurer at the address below.

### **Mail Payments to:**

Jean Smith, WWHA Assistant Treasurer  
993 E. Jennings St.  
Safford AZ 85546

### **Ads Sent to:**

Roy Young, WWHA Publications Editor  
royyoung@pldi.net

Note: for advertising in the WWHA *Journal*, please use the same contact information. Discounts for multiple insertions is available.

