

**elpasomoaa.org 2009 Advertising rates for The Border Bulletin & Annual Directory**

El Paso Chapter, Military Officers Association (MOAA)

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The El Paso Chapter, Military Officers Association of America, is a Non-Profit Standard Mailer.

We publish two items reaching 500+ members: 1. A bi-monthly newsletter, six issues, even months, full standard letter size; and, 2. An annual Directory, sized full page in The Directory, 8 1/2x 11". We offer a package rate. Please, ask.

Our publication, The Border Bulletin, is published six times each year, once every two months, even months. 500 copies are distributed. We send each advertiser a copy at the same time all of our issues go out USPS Bulk Mail...mailings are carried to the Post Office usually by the end of the third week prior to the publishing date, eg, 1/23 for the February edition. The Border Bulletin is, also, published in pdf format and posted to our website. Furthermore, we are planning to thank our advertisers by posting a link to their sites some where on our website.

**ARTWORK**

**The Border Bulletin, published even months, six times annually**

1. Please, furnish in jpeg format in no less than 300 dpi resolution quality...WE PUBLISH Hard Copy IN BLACK AND WHITE but can transfer from color to gray scale...will put your ad in color into the web copy...HOWEVER, please, ask your graphic artist to insure that if you do use a color advertisement that it will print to your satisfaction in black and white for our hard copy print version...please, we ask that artwork be coordinated with our printer, Mr. Don Powell, paragraph 2, below.
2. Artwork should be emailed to: 1. (Name, tel nr), Editor, The Border Bulletin, (email address); and, 2. coordinated to your satisfaction with our printer, ATTN: (name, printing company, tel nr), under the subject line: "Artwork," (printer's email address).
3. Please, provide telephone number of graphic artist.
4. Border Bulletin print dates for even months are the 7th day of Odd months, for example, February issue, the artwork should be in our possession by 1/7/year.
5. Ad size for printing attached in pdf format for your information.

**2009 Directory**

1. Media, Quality, and points of contact same as The Border Bulletin.
2. Published once annually, date of publishing 3/31/year.
3. Artwork to Editor and Printer by 3/1/year.

**The annual advertisement costs in each of all 6 issues of The Border Bulletin are:**

**Standard Rate**

- |               |  |
|---------------|--|
| 1. Full page  | \$1,200.00   |
| 2. Half page  | 675.00   |
| 3. *1/4 page  | 450.00 Quarter page normal size - 3 3/4 x 5" or 2 5/8 x 7 3/4" |
| 4. **Bus Card | 240.00   |

**We also publish and distribute the Chapter Directory, one time each year to all members publishing date 3/1/Yr.**

Advertising costs:

**Standard Rate**

- |                                  |          |
|----------------------------------|----------|
| 1. *Full page, 8.5x11"           | \$900.00 |
| 2. **Half of a full 8.5x11" page | 525.00   |

Monthly Website linking

- |  |      |
|--|------|
| 1. * **Advertisers page with business name and site linked | \$50 |
| 2. **Advertisers page with business name and phone number  | \$25 |

\*\*\*Ask about our package offer