

Salesperson: _____

Phone #: _____

Date: _____

Advertiser Order Form
THE 2009 CARLISLE PHONE BOOK

Business Name: _____

Business Phone # (appears in listing): _____ Business Contact Person: _____

E-mail Address: _____ Fax Number: _____

Listing Address: _____ Billing Address (if different): _____

Choose Ad Size: (see chart below) _____

Chosen Ad Price \$ _____

2009 Yellow Page Advertisement Rates

Size of Ad (see attached)	Measurement Description	Price
Single Listing	Included with Purchase of any Display Ad	\$65
Eighth Page	2 1/4" wide by 1 3/4" high	\$125
Quarter Page	4 1/2" wide by 1 3/4" high	\$170
Half page	4 1/2" wide by 3 3/4" high	\$235
Full Page	4 1/2" wide by 7 1/2" high	\$335
<i>Premium Quarter Page</i>	<i>4 1/2" wide by 1 3/4" high</i>	<i>\$245</i>
<i>Premium Half Page</i>	<i>4 1/2" wide by 3 3/4" high</i>	<i>\$365</i>
<i>Premium Full Page</i>	<i>4 1/2" wide by 7 1/2" high</i>	<i>\$605</i>

Specify Listing Headings:

Purchase of a **display ad** includes your **Main Heading** plus **One Free Additional Heading**

Main Heading (**required**): _____

Heading #2 (**\$10 or free w/display ad**): _____

Heading #3 (**\$10**): _____

Heading #4 (**\$10**): _____

Additional Headings Fees \$ _____

Choose Artwork Services:

Advertisement rates apply for artwork submitted in **Digital Format** in the dimensions noted above. Digital artwork should be submitted in black and white at 300 dpi final size as jpeg, tiff, eps or pdf files with all graphics and fonts embedded. If any revisions are needed to your submitted artwork, including resizing, the **fee is \$15**. If needed, we have graphic designer on staff that can provide assistance with your artwork. To digitize any hard copy artwork (such as a business card) or create artwork for you the **fee is \$45**.

Artwork Service Fee (see above) \$ _____

Total Amount Due \$ _____

Additional Notes about this Order:

Your artwork and full payment is due no later than **February 15th, 2009**. Digital artwork can be e-mailed to Cindy Mottershead at cindy@riverscape.info or you may mail artwork and checks to the Red Balloon at the address below. Please make checks payable to **The Red Balloon** and mail to:

The Carlisle Phone Book
P.O. Box 558
Carlisle, MA 01741