2020 GUCA Annual Advertising Rate Sheet/Packages

Platinum Level Ad Package: 3 Ads - Save 15%.

Gold Level Package: 2 Ads - Save 10%. **MEMBER ONLY RATES**

Monthly Magazine *Underground Connection* (Pricing reflects 12 months)	**1-Color/BW**	**4-Color**
Back Outside Cover (7.5" x7.5")	☐ N/A	☐ $4350.00
Front Inside/Back Inside Cover (7.5" x 10")	☐ N/A	☐ $4150.00
Presidential /Executive Page/Front 3rd Cover (7.5" x 10")	☐ N/A	☐ $3850.00
Full Page (7.5" x 10")	☐ $3450.00	☐ $3650.00
1/2 Page (7.5" x 4.5")	☐ $2200.00	☐ $2400.00
1/4 Page (3.5" x 4.5")	☐ $1500.00	☐ $1700.00
Business Card (3.5" x 2")	☐ $ 950.00	☐ $1050.00
Monthly Insert (Advertiser Provides 8.25" x 10.75" inserts each month)	☐ N/A	☐ $1850.00

Front Page Web Banner & E-Pipeline Direct Link Ads (Pricing reflects 12 months)	**E-Pipeline**	**Web Banner**
	☐ $1200.00	☐ $ 950.00

Membership Directory	**1-Color/BW**	**4-Color**	**Logo**
Back Outside Cover (5" x 8")	☐ N/A	☐ $2000.00 +	☐ $150.00
Front Inside/Back Inside Cover (5" x 8")	☐ N/A	☐ $1800.00 +	☐ $150.00
Presidential/Executive Page/Front 3rd Cover (5" x 8")	☐ N/A	☐ $1600.00 +	☐ $150.00
Tab Page (5" x 8")	☐ $1200.00	☐ $1400.00 +	☐ $150.00
Full Page (5" x 8")	☐ $ 900.00	☐ $1100.00 +	☐ $150.00
Half Page (5" x 3.5")	☐ $ 650.00	☐ $ 750.00 +	☐ $150.00
Business Card (3.5" x 2")	☐ $ 400.00	☐ $ 500.00 +	☐ $150.00
Directory Listing Logo * Reg. Rate **Discounted Rate with Ad Purchase	☐ $ 200.00	☐ $ 200.00	

Annual Magazine *Utility Contractor of Georgia*	**1-Color/BW**	**4-Color**
Back Outside Cover (7.5" x7.5")	☐ N/A	☐ $2850.00
Front Inside/Back Inside Cover (7.5" x 10")	☐ N/A	☐ $2650.00
Presidential/Executive Page/Front 3rd Cover (7.5" x 10")	☐ N/A	☐ $2450.00
Full Page (7.5" x 10")	☐ $1650.00	☐ $1850.00
1/2 Page (7.5" x 4.5")	☐ $1250.00	☐ $1550.00
1/4 Page (3.5" x 4.5")	☐ $1050.00	☐ $1250.00
Business Card (3.5" x 2")	☐ $ 750.00	☐ $ 950.00

Artwork Deadlines & Specs: Email to michael@guca.com in high resolution PDF format. Dimensions listed above are listed as actual live area specs W x H. Deadlines are: Monthly Magazine 12/15/19: Annual Magazine 4/30/20: Membership Directory 7/31/20.

Payment Deadlines & Information (Please read and complete sections below.)

All Payments must be enclosed with reservation form and received by the payment deadline of 12/15/2019. Your advertising insertion order is only secured once payment is received. All ads are reserved on a first paid basis. Once completed by ad purchaser, this sheet acts as your advertising invoice. GUCA membership dues must be paid for an ad purchase to run at the member rate. NO EXCEPTIONS.

☐ Sending check made payable to GUCA.

☐ Requesting advertising invoice from GUCA, invoices must be submitted for payment upon receipt. No one will be invoiced after 12/15/19.

☐ PO # _____ If a PO is needed to expedite the payment process, complete this section.

☐ Requesting credit card payment form, note that all credit card charges will be billed a non-refundable convenience fee.

☐ Total advertising purchase: $ _____

Please indicate artwork correspondence below. If you do not indicate anything below, we will use the ad we have on file.

☐ Use Same Ad as Last Year ☐ Monthly Magazine ☐ Annual Magazine ☐ Membership Directory

☐ Submitting New Ad ☐ Monthly Magazine ☐ Annual Magazine ☐ Membership Directory

Company:_____ **Phone: (**___**)**_____-_____**E-mail:** _____

Contact:_____**Signature:**_____**Date:** _____

GUCA Contact Information: 804 Main Street, Suite C, Forest Park, GA 30297: Phone: (404) 362-9995: E-mail: michael@guca.com

***THESE RATES ARE FOR MEMBERS OF THE GEORGIA UTILITY CONTRACTORS ASSOCIATION, INC. NON-MEMBERS SHOULD CONTACT GUCA FOR NON-MEMBER RATES.**