



Society of Decorative Painters

393 N. McLEAN BLVD., WICHITA, KANSAS 67203-5968
(316) 269-9300 • FAX (316) 269-3535
www.decorativepainters.org

A special advertising opportunity from the Society of Decorative Painters you won't want to miss!

Dear Business Member,

How often do you get an opportunity to advertise in the most referred-to publication and directory in the decorative painting industry for virtually pennies a day? The Society of Decorative Painters is now preparing the **2010 Business & Teacher Directory** and your message could be seen and reinforced daily in this important referral resource.

The directory is a one-color publication, with a very limited four color advertising availability on the covers. It is sent free of charge to all business members. A limited number of editions are also available for sale to individual members. For the next year, your marketing message will be seen by the most influential people in the decorative market.

Because our advertising space in the directory is limited, your ad will be highly visible and have a tremendous impact. Yet the costs of advertising is low—a special half price off *The Decorative Painter* magazine rates. This really is your chance to take full advantage of this exceptional opportunity and make the most of your advertising dollars!

An advertising contract is enclosed which lists the sizes and rates and for your space reservation. Note the deadline space date of **March 15, 2010**. Please return your contract by e-mail, mail or fax.

Don't hesitate to contact me if I can be of assistance in any way.

Sincerely,

Dawn Kolaskey
Graphic Design/Advertising
316-269-9300 ext.119
dawn@decorativepainters.org

ADVERTISING SPACE AGREEMENT

2010 Business & Teacher Directory

Society of Decorative Painters



Company Name _____ Membership no. _____

Mailing address _____

Phone _____ Fax _____

E-mail _____ Contact person _____

AD SIZE

Full page _____ 1/2 Page _____ 1/3 Page _____ 1/4 Page _____ 1/5 Page _____ 1/6 Page _____

Please check one: (All ads must be prepaid.)

Check enclosed, made payable to Society of Decorative Painters (SDP) with membership number

Charge to my: Visa MasterCard Exp. Date _____

Card Number _____

Signature _____ Date _____

AD SIZES

Unit	Width (inches)	Depth (inches)
Full page	7 $\frac{5}{8}$	9 $\frac{7}{8}$
1/2 page island	4 $\frac{5}{8}$	7 $\frac{5}{8}$
1/2 page vertical	3 $\frac{5}{8}$	9 $\frac{7}{8}$
1/2 page horizontal	7 $\frac{5}{8}$	4 $\frac{7}{8}$
1/3 page vertical	2 $\frac{5}{8}$	9 $\frac{7}{8}$
1/3 page square	4 $\frac{7}{8}$	4 $\frac{7}{8}$
1/4 page vertical/horizontal	7 $\frac{5}{8}$	2 $\frac{5}{8}$
1/4 page	3 $\frac{9}{16}$	4 $\frac{7}{8}$
1/5 page vertical/horizontal	4 $\frac{7}{8}$	2 $\frac{5}{8}$
1/2 page	2 $\frac{5}{8}$	2 $\frac{5}{8}$
Full page Bleed	8 $\frac{7}{8}$	11 $\frac{3}{8}$
Full page Trim size	8 $\frac{3}{8}$	10 $\frac{7}{8}$

DEADLINE—MARCH 15, 2010

Send to:
 SDP Advertising
 Society of Decorative Painters
 393 N. McLean Blvd.
 Wichita, Kansas 67203-5968
 Phone: (316) 269-9300 • Fax: (316) 269-3535

Ad Rates

Inside Pages		50% off special	Covers	50% off special
Black & White	Cost		4-Color	Cost
Full page	\$663	\$331	IFC	\$1663
1/2 page	381	190	IBC	1870 935
1/3 page	343	171	OBC	2079 1038
1/4 page	227	114		
1/5 page	174	87		
1/2 page	136	62		

Return this form with payment to:

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Please keep a copy for your records.