



**MALT BEVERAGE DISTRIBUTORS ASSOCIATION OF PENNSYLVANIA  
2020 TRADE DIRECTORY AND CONVENTION JOURNAL  
AD INSERTION ORDER FORM**

*Please return order form, original ad material and check by March 24, 2020 to:  
MBDA, 230 South Broad Street, Suite 903, Philadelphia, PA 19102*

Ad Requirements:

Journal measures 9" x 12" finished size. Allow for 3/4" border on all 4 sides for a maximum page size of 7 1/2" x 10 1/2". Ads are to be supplied in one of the following formats:

- 1) Reprint of previous year's ad.
- 2) Digital artwork must be supplied in one of the following formats: InDesign, Illustrator AI, EPS, JPEG, TIFF, or high resolution PDF files. Please provide a laser printout of the ad. (Note that IBM files such as Microsoft Word, Publisher, Word Perfect are not acceptable).
- 3) Complete camera-ready mechanicals (one color ads only) produced as PMT's, Velox or good quality black laser. (Color lasers and ink jet print outs and faxes are not acceptable). Logos must be of good scanable quality. Please make sure that ads are correct format for horizontal or vertical layout.

To keep your ad costs to a minimum, it is necessary for you to comply with the following requirements:

- 1) Ads must be submitted by March 24, 2020.
- 2) Ads must meet the requirements noted above.

<u>Quantity</u>	<u>Description</u>	<b>Ad costs for material meeting requirements &amp; submitted by 3/24/2020</b>	<b>Ad costs for material <u>not</u> meeting requirements or submitted after 3/24 &amp; <u>before 3/31</u></b>
# _____	Full Page – 4 color process	\$650.00	\$675.00 (net)
# _____	Full Page – 1 color (black print on white stock)	\$350.00	\$375.00 (net)
# _____	Half Page – 4 color process	\$400.00	\$425.00 (net)
# _____	Half Page – 1 color (black print on white stock)	\$250.00	\$275.00 (net)

SIGNATURE OF PERSON ORDERING AD: \_\_\_\_\_

PRINTED NAME OF PERSON ORDERING AD: \_\_\_\_\_

FIRM NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

TOTAL AMOUNT OF CHECK ENCLOSED (Ad is Tax Deductible): \_\_\_\_\_

Publication release date is April 25, 2020. The MBDA 2020 Trade Directory is printed in conjunction with the Association's 84<sup>th</sup> Annual Convention & Trade Show at the Crowne Plaza Hotel, 260 Mall Boulevard, King of Prussia, PA. If you have any questions, call Stephanie Eckert at MBDA's Executive Office, 215-732-6258 or email [mbdassn@aol.com](mailto:mbdassn@aol.com).

