

# Teddy Bear and Friends Classified Advertising Insertion Order

Rate: \$2.15 per word for each word; 20-word minimum purchase. **Pre-payment is required for all ads!**

1. **Circle desired heading:** (If no heading is circled, your ad will be placed under an appropriate heading.)

ANTIQUE BEARS FOR SALE	BUSINESS	PARTS & SUPPLIES	TEDDY BEARS FOR SALE
ANTIQUE BEARS WANTED	FOR SALE	PUBLICATIONS	TEDDY BEARS WANTED
ARTIST BEARS FOR SALE	FURNITURE	SERVICES	WANTED TO BUY
ARTIST BEARS WANTED	GIFTS	SHOWS	
BEAR ACCESSORIES	MISCELLANEOUS	TEDDY BEAR PATTERNS	

2. **Ad Copy:** All ads must be typed or printed clearly. Place punctuation where necessary. **Publisher is not responsible for handwritten copy or spelling errors.**

_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
_____ (6)	_____ (7)	_____ (8)	_____ (9)	_____ (10)
_____ (11)	_____ (12)	_____ (13)	_____ (14)	_____ (15)
_____ (16)	_____ (17)	_____ (18)	_____ (19)	_____ (20)

Classified ads have a 100-word maximum. If you would like pricing on a longer ad, please contact us.

### 3. Submission Deadlines

Please indicate the issue(s) your ad will run below. Ads not received by the deadline will be placed in the next available issue.

<u>Issue</u>	<u>Deadline</u>	<u>Issue</u>	<u>Deadline</u>
Spring 2010	December 15, 2009	Fall 2010	June 11, 2010
Summer 2010	March 22, 2010	Winter 2010	September 28, 2010

4. **Payment Amount:** \$ \_\_\_\_\_ **\$2.15 per word; 20-word minimum purchase. (U.S. funds drawn on U.S. banks only.)**

5. **Method of payment:**  Check  Money order  MasterCard  Visa  Discover  Amex

Credit Card #:	Expiration Date: /	Signature:
Name:		Company Name:
Address:		Email
City/State/Zip:		
Telephone:		Fax:

Fax, email, or mail ad copy with payment to (*signed authorization required for credit card orders*):

Teddy Bear and Friends Classified Department  
85 Quincey Ave, Ste. B • Boston, MA 02116  
Fax: 617-536-0102 • Phone: 617-315-9157 • Email: GDavis@madavor.com

### Teddy Bear and Friends Classified Advertiser Information

**Classified Rates:** \$2.15 per word. 20-word minimum purchase required. No agency discount allowed. Payment is required for each issue by the above deadline. If payment does not arrive by ad deadline date, ad will not be placed in the requested issue.

**Method of Payment** Check, money order, Visa, MasterCard, Amex, or Discover. U.S. funds only. Ads to be charged to a credit card must be faxed, emailed, or mailed. No phone-in submissions will be accepted.

**Cancellations** are not accepted after closing date and must be received in writing on or before closing.

**Word Count:** One or more characters divided by a space will count as one (1) word, with no exceptions. This includes the zip code, plus sign (+), and

ampersands (&). Hyphenated words (-) or words separated by a slash will count as two (2) words. Please count name and address with word count when placing your ad. Example: "P.O. box 000" counts as three words. Telephone and fax numbers including area code each count as one (1) word. Internet addresses: every 10 characters count as one word. First word in ad will be CAPITALIZED, and name and address will be bolded at no extra charge. Only proper names and proper nouns will have first letter capitalized.

**Rights of Publisher:** Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to Publisher's approval. Please type or print your ad legibly. Publisher reserves the right to assign and change heading.