

DISPLAY ADVERTISING INSERTION ORDER



YES, please place my display ad in the issue(s) of *Where to Retire* magazine indicated below:

- | | |
|---|---|
| <input type="checkbox"/> January/February | On sale December 20, 2011; closes October 14, 2011 |
| <input type="checkbox"/> March/April | On sale February 21, 2012; closes December 16, 2011 |
| <input type="checkbox"/> May/June | On sale April 17, 2012; closes February 10, 2012 |
| <input type="checkbox"/> July/August | On sale June 19, 2012; closes April 13, 2012 |
| <input type="checkbox"/> September/October | On sale August 14, 2012; closes June 8, 2012 |
| <input type="checkbox"/> November/December | On sale October 16, 2012; closes August 10, 2012 |

Advertiser's Name: _____

- *Ad Size:
- | | | |
|--|--|--|
| <input type="checkbox"/> 2 page spread | <input type="checkbox"/> 1/2 page island | <input type="checkbox"/> 1/3 page square |
| <input type="checkbox"/> Full page | <input type="checkbox"/> 1/2 page horizontal | <input type="checkbox"/> 1/3 page vertical |
| <input type="checkbox"/> 2/3 page | <input type="checkbox"/> 1/2 page vertical | <input type="checkbox"/> 1/6 page vertical |

- Color:
- | | |
|----------------------------------|---|
| <input type="checkbox"/> 4-color | <input type="checkbox"/> Black & white |
| <input type="checkbox"/> Bleed | <input type="checkbox"/> Special Position _____ |

*Gross Rate: _____ Net Rate: _____

Special Instructions (if there will be a Vacation Planning Guide ad with this display ad, please use the lines below for your copy and lead fulfillment instructions): _____

NAME AND ADDRESS OF ORGANIZATION PLACING ORDER

Name _____ Title _____
Company _____ Email _____
Address _____
City _____ State _____ Zip _____
Phone () _____ Fax () _____
Signature _____ Date _____

Complete, sign and return to:
Vacation Publications
Attention: Advertising
5851 San Felipe Street, Suite 500
Houston, TX 77057

Questions: Call (713) 974-6903 or fax (713) 978-6003

*See rate card or www.WhereToRetire.com/advertising for rates, ad dimensions and mechanical requirements.

RETIREMENT PLANNING GUIDE INSERTION ORDER



- Complete and mail or fax the insertion order below, specifying Plan AA or Plan A.
- Enclose your color brochure or digital image with proof (we handle all production).
- Provide a maximum of 75 words for Plan AA or 30 words for Plan A (more than maximum may be edited).
- Provide a name and address or email address to which readers' responses should be sent.

FULFILLMENT: A postage-paid reply card is inserted in *Where to Retire* for reader response to your ad. The magazine will provide you with a set of gummed labels and a duplicate list or an email with your respondents' names and addresses.

YES, please place my Retirement Planning Guide ad(s) in the issue(s) of *Where to Retire* magazine indicated below:

Plan AA – 6 ads to a page

- January/February _____
- March/April _____
- May/June _____
- July/August _____
- September/October _____
- November/December _____

- 6x starting _____
- *Rate _____

Plan A – 12 ads to a page

- January/February _____
- March/April _____
- May/June _____
- July/August _____
- September/October _____
- November/December _____

- 6x starting _____
- *Rate _____

January/February Issue Closes: October 14, 2011

March/April Issue Closes: December 16, 2011

May/June Issue Closes: February 10, 2012

July/August Issue Closes: April 13, 2012

September/October Issue Closes: June 8, 2012

November/December Issue Closes: August 10, 2012

On Sale: December 20, 2011

On Sale: February 21, 2012

On Sale: April 17, 2012

On Sale: June 19, 2012

On Sale: August 14, 2012

On Sale: October 16, 2012

Copy (more than maximum may be edited:) _____

PLEASE INDICATE YOUR CHOICE OF FULFILLMENT MODE: Labels and list Email

WHERE TO RETIRE WILL SEND REQUESTS RECEIVED FOR YOUR LITERATURE TO THE PERSON BELOW:

Name _____ Title _____
Company _____ Email _____
Address _____ City _____ State _____ Zip _____
Phone () _____ Fax () _____
URL _____

NAME AND ADDRESS OF ORGANIZATION PLACING ORDER:

Name _____ Title _____
Company _____ Email _____
Address _____ City _____ State _____ Zip _____
Phone () _____ Fax () _____
Signature _____ Date _____

Complete, sign and return with materials to:

Vacation Publications, Attention: Advertising, 5851 San Felipe Street, Suite 500, Houston, TX 77057
Questions: Call (713) 974-6903 or fax (713) 978-6003

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