

# VNEA Advertising - Manufacturer

VNEA • 201 S. Henry Street • Bay City, MI 48706 • 800 544-1346 • Fax (989) 893-0103

The “8-Ball News & Views” is the official publication of the Valley National 8-Ball League Association. This very attractive and colorful, bi-monthly magazine is available to your company to transmit your products or services to the pool and billiard industry. The “8-Ball News & Views” is a splendidly entertaining and informative magazine that contains materials of interest to pool players of all ages.

We have tracked the number of hits that our magazine receives on our VNEA Home Page, and the results are through the roof (**over 50,000 Hits per issue**). What this means is that more people are seeing your ads than when we were just printing the magazine. As you will see, more and more companies with publications are going strictly to on-line magazines. Research has shown that on-line magazines reach a broader audience therefore bringing more visibility to your ads and our sport.

In addition to the bi-monthly on-line magazines, we will also be **printing a magazine** and sending it directly to each league member in the first quarter of the year to ensure that all of our sanctioned players receive the latest league and tournament information.

With readers in 42 states and 13 countries, this popular publication sees the world. Some of our magazine highlights are the following:

- *Regional news from leagues around the country*
- *International league news from around the world*
- *Dazzling Trick Shots*
- *Intriguing pool related articles and features*
- *Instructional Tips*
- *Tournament Information*
- *Wide selection of VNEA Apparel*
- *Rules Trivia and much more*

**One year subscription (4 Issues) - \$10** Payment by check or money order

## MANUFACTURER AD RATES

AD SIZE	SUPPLIER & MANUFACTURER	BI-MONTHLY MAGAZINE	TOURNAMENT PROGRAM
	(Discounted Rate)	Regular Rate	Rate
Full Page	<b>\$500</b>	<b>\$650</b>	<b>\$500</b>
1/2 Page	<b>\$275</b>	<b>\$375</b>	<b>\$300</b>
1/4 Page	<b>\$150</b>	<b>\$200</b>	<b>\$200</b>
1/8 Page	<b>\$55</b>	<b>\$75</b>	<b>\$100</b>

### ADVERTISING DEADLINES

ISSUE DATE	DEADLINE
January	December 15
March	February 15
May	April 15
<b>Tourn. Program</b>	<b>April 15</b>
July	June 15
September	August 15
November	October 15



## General Information

### Advertising Contract

A completed advertising contract must be in our files before any ad can be placed. Our standard advertising contract is available upon request.

### Deadlines

Advertising deadlines are absolute. No ads or changes in ad copy will be accepted after the deadline.

### Terms

The rates provided are the net rates.

### Payments

Must be submitted with orders.

### Tournament Booths

Booth space is available by contacting VNEA Headquarters.

Q

E

**STANDARD ADVERTISING POLICY**

*All advertising orders are accepted subject to the terms and provisions printed on the Advertising Contract. The Association reserves the right to edit, omit or decline any advertisement.*

B

H

**Approximate Ad Sizes**

H 1/2 Page

Q 1/4 Page

E 1/8 Page

B Business Card

# VNEA Advertising Contract - Manufacturer

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## ADVERTISING RATES

The following rates are for ads that are received camera-ready or as high resolution files saved as a pdf, jpg or tif.  
The VNEA reserves the right to edit, omit or decline any advertisement.

### BI-MONTHLY MAGAZINE

<b>ISSUE</b> [✓ Issue(s)]	<b>AD SIZE</b> [✓ Ad Size]	<b>COST</b>
<input type="checkbox"/> January	<input type="checkbox"/> Full Page	\$500
<input type="checkbox"/> March	<input type="checkbox"/> 1/2 Page	\$275
<input type="checkbox"/> May	<input type="checkbox"/> 1/4 Page	\$150
<input type="checkbox"/> July	<input type="checkbox"/> 1/8 Page	\$55
<input type="checkbox"/> September		
<input type="checkbox"/> November		

### TR. PROGRAM

<b>AD SIZE</b> [✓ Ad Size]	<b>COST</b>
<input type="checkbox"/> Full Page	\$500
<input type="checkbox"/> 1/2 Page	\$300
<input type="checkbox"/> 1/4 Page	\$200
<input type="checkbox"/> 1/8 Page	\$100

(This is a 1-time issue)

Please complete the information below and return to VNEA Headquarters.

Name of Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Telephone \_\_\_\_\_

### **ORDER SUMMARY**

ADVERTISING RATE \$ \_\_\_\_\_

NUMBER OF ISSUES X \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

TR. PROGRAM ADV. + \_\_\_\_\_

**GRAND TOTAL \$ \_\_\_\_\_**

Payment Enclosed