

# THE **MALSCE** SURVEYOR

THE NEWSLETTER OF THE MASSACHUSETTS ASSOCIATION OF LAND SURVEYORS AND CIVIL ENGINEERS, INC.

## Advertising Rates and Reservation Form

The *MALSCE Surveyor*, which is published quarterly, helps companies reach more than 700 land surveyors, engineers and other professional in Massachusetts and beyond efficiently and inexpensively. There are two different types of advertising in the newsletter: display ads and classified ads. See below for ad sizes and rates.

### Display Advertisements

Display ads are offered in a variety of sizes and are placed throughout the newsletter. All ads are full color (CMYK).

Size	Specifications	Member Rates	Non-Member Rates
Inside Front Cover	8.5 x 11, 1/4" Full Bleed	\$250.00	\$300.00
Back Cover	8.5 x 11, 1/4" Full Bleed	\$350.00	\$400.00
Full Page	7.5 x 10, No Bleed	\$225.00	\$250.00
Half Page	7.5 x 5, No Bleed	\$150.00	\$175.00
2 Column/Half Page	4 7/8 x 5, No Bleed	\$125.00	\$150.00
1 Column/Half Page	2 3/8 x 5, No Bleed	\$100.00	\$125.00
Inserts	Negotiable	Negotiable	Negotiable

### Classified Advertisements

Classified ads are advertisements describing the requirements and responsibilities for one or more positions. These can be placed in one, two, or three issues of the newsletter.

Number of Issues	Member Rates	Non-Member Rates
One Issue	Free	\$110
Two Issues	Free	\$220
Three Issues	\$20	\$330
Four Issues	\$40	\$440

### Advertising Placement:

- For Display Ads: Email your ad as an attachment to [mkerrigan@engineers.org](mailto:mkerrigan@engineers.org). Ad must be black & white and high resolution (minimum 300 dpi). Format should be .tif or .jpg
- For Classifieds: Email your ad as a Microsoft Word document to [mkerrigan@engineers.org](mailto:mkerrigan@engineers.org).
- Indicate the ad size and number of newsletter issues you would like it to appear in on the Ad Placement Order Form below.
- Space is reserved on a first-come, first-served basis. Ads must be pre-paid or they will not run.
- MALSCE reserves the right to reject any ads it deems inappropriate for this publication. Ads are randomly placed in the newsletter. Prices are subject to change.
- Other advertising opportunities are available through The Engineering Center. For more information, contact The Engineering Center at 617/227-5551.
- Questions? Please contact Molly Kerrigan at 617/305-4113.

## Advertising Placement Order Form

### Placement:

Ad Size: \_\_\_\_\_ Number of Issues: \_\_\_\_\_

Price: \$ \_\_\_\_\_ Total Amount Due: \$ \_\_\_\_\_

### Contact:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### Payment:

**Checks:** Make checks payable to MALSCE and mail with this form to MALSCE, The Engineering Center, One Walnut Street, Boston, MA 02108-3616

### Credit Card:

Visa  MasterCard  Amex

Card Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Return this form via fax to 617/227-6783 or by email to [mkerrigan@engineers.org](mailto:mkerrigan@engineers.org).

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