

THE **MALSCE** SURVEYOR

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

Advertising Rates and Reservation Form July 1, 2010 – June 30, 2011

The *MALSCE Surveyor* is produced as a PDF document and distributed quarterly via an emailed link to MALSCE members. Advertising in *MALSCE Surveyor* is an efficient and inexpensive way to reach more than 500 land surveyors, engineers and other professionals in Massachusetts and beyond. The newsletter accepts display and classified ads. See below for ad sizes and rates.

Display Advertisements

Display ads are offered in a variety of sizes and placed throughout the newsletter. They can be black and white or full color. Display ads are accepted on a first-come, first-served basis. Applicable MALSCE Member and Non-Member advertising rates are as follows:

Size	Specifications	Member Rates	Non-Member Rates
Inside Front Cover	8.5 x 11 inches	\$250.00	\$300.00
Back Cover	8.5 x 11 inches	\$350.00	\$400.00
Full Page	7.5 x 10 inches	\$225.00	\$250.00
Half Page	7.5 x 5 inches	\$150.00	\$175.00
2 Column/Half Page	4 7/8 x 5 inches	\$125.00	\$150.00
1 Column/Half Page	2 3/8 x 5 inches	\$100.00	\$125.00
Inserts	Negotiable	Negotiable	Negotiable

Classified Advertisements

Classified ads are advertisements describing the requirements and responsibilities for one or more positions. Classified ads are produced as text only advertisements with no graphic elements. MALSCE Members can place an up to 200 word classified ad for free. Other applicable MALSCE Member and Non-Member classified advertising rates are as follows:

Number of Words	Member Rates	Non-Member Rates
200 or Less	Free	\$110
Over 200	\$2 per word over 200	\$2 per word over 200

Advertising Placement:

- For Display Ads: Email your ad as an attachment to malscenews@gmail.com.
- For Classifieds: Email your ad as a Microsoft Word document to malscenews@gmail.com. The number of words is determined by using Microsoft's word count feature.
- Indicate the Display Ad size or the number of Classified Ad words 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, including the cost of inserts? Please contact the newsletter's editor David Gosselin at malscenews@gmail.com.

Advertising Placement Order Form

Placement:

Display Ad Size: _____ Placement Cost: \$ _____
Classified Ad Word Count: _____ Placement Cost: \$ _____

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 malscenews@gmail.com.