

# 2021 EMMA Holiday Extravaganza Newsletter Advertising Order Form



ELMWOOD  
MURDOCK  
MERCHANTS'  
ASSOCIATION

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

Business: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**DEADLINE!**  
**Tuesday,**  
**November 1,**  
**2021**

Choose an Ad or Article Format:				Price		Note Your Total Here:
✓	Format	Description	Size	Member	Non-Member	
	<b>A</b>	Full Page Ad or Article	7.5" x 10"	<b>\$250.00</b>	\$300.00	
	<b>B</b>	1/2 Page Ad or Article	7.5" x 4.75"	<b>\$125.00</b>	\$150.00	
	<b>C</b>	1/4 Page Ad or Article	3.66" x 4.75"	<b>\$65.00</b>	\$75.00	
	<b>D</b>	Business Card Ad - Best value or Article	3.66" x 2"	<b>\$25.00</b>	\$35.00	

## ADVERTISING ARTWORK INFORMATION

### Check all that apply:

- Use the same ad copy as last time
- New ad or article copy and instructions enclosed
- Logo enclosed
- I will e-mail ad copy, logo, and instructions to pate2@me.com before the deadline
- ENCLOSE PAYMENT

**E-mail or mail this completed form and artwork to:**

**Patrick Ervin**  
**pate2@me.com**  
**18231 Dewey Ave**  
**Elkhorn, NE 68022**

**See next page for more information**

The "EMMA" newsletter is delivered to over 1000 mailboxes in Alvo, Elmwood, Murdock and surrounding area. This is a great opportunity to promote your business, advertise items for sale, or announce special activities!

## PAYMENT INFORMATION

**Make your check payable to:**  
**Elmwood/Murdock**  
**Merchants' Association**

**Mail this form with your payment to:**  
**Elmwood/Murdock**  
**Merchants' Association**  
**PO Box 258**  
**Elmwood NE 68349**

**Format A**

Full Page Ad or Article  
7.5" x 10"

**ARTICLES WELCOME**

Instead of an ad, you may write an article about your company or service. The article space is the same size and cost as the ad sizes. Please specify the size you want on page 1 of this form. The article should be written to fit your desired size. Please do not write a large amount of text and expect it to fit in a small space. Sizes available: Full Page, 1/2 Page, 1/4 Page and Business Card.

**Format C**

1/4 Page Ad or Article  
3.66" x 4.75"

*Please note that the actual ad sizes may vary slightly depending on the newsletter layout.*

**INSTRUCTIONS FOR ADS IN ELECTRONIC FORM:**

Logos saved in vector format, eps preferred.

Save images as jpeg, eps, pdf or tiff  
300 dpi resolution.

Ads can be saved in the following programs:

- Microsoft Word,
- Adobe InDesign,
- Illustrator or
- Photoshop.

Please include your fonts and images in separate folders.

E-mail files to [pate2@me.com](mailto:pate2@me.com)

**Format B**

1/2 Page Ad or Article  
7.5" x 4.75"

**INSTRUCTIONS FOR ADS IN PAPER FORM:**

Simply fill out the front of this form and attach a separate sheet with a clean printout of your ad and / or logo in the correct size.

If you prefer to have you ad designed by us, make a sketch of what you want the ad to say and look like. Include any special instructions and mail with this completed form.

**There will be a \$75.00 hr charge for this service.**

e-mail your ad or article to: [pate2@me.com](mailto:pate2@me.com)  
Or mail your ad artwork to:  
Patrick Ervin  
18231 Dewey Ave, Elkhorn NE 68022

**Format D**

Business Card Ad or Article  
3.66" x 2"

If you want your business card to be your ad, select Format "D" and enclose your card with this completed form, and payment.