

# Pipe Dream Display Ad Form

## Contact & Billing Information:

First name:	Phone:
Last name:	Fax:
Company name:	Email:
Mailing address:	

Name	Size	Price	#	Total
Standard	3.65 × 3.175"	\$60		
Premium	3.65 × 4.82"	\$80		
Vertical quarter	5.54 × 9.9"	\$180		
Horizontal quarter	11.21 × 4.95"	\$180		
Vertical half	5.54 × 19.81"	\$340		
Horizontal half	11.21 × 9.9"	\$340		
Full page	11.21 × 19.81"	\$620		

**Color:** \$200 per ad per issue

Larger sizes available upon request

**Design:** \$10 for standard or premium ads,  
10% of first issue ad cost for all other sizes

<b>Total</b>	
<b>Color</b>	
<b>Subtotal</b>	
<b>Discount %</b>	
<b>Total</b>	

## Frequency Discount

3 - 5 issues	5%
6 - 9 issues	10%
10 - 14 issues	15%
15 - 19 issues	20%
20+ issues	25%

*Prepaid discount: 10%*

If prepaid discount is applied, payment must be received before the run date or the advertisement will not run

## Payment Options

Cash  
Check (made out to "Pipe Dream")  
Credit card (Visa or Mastercard)

## Insertion deadlines

Tuesday issue: noon on Friday  
Friday issue: noon on Wednesday

## Contact Information

**Phone:** (607) - 777 - 2516

**Fax:** (607) - 777 - 2600

**Email:** business@bupipedream.com

**Address:** PO Box 6000  
Binghamton, NY, 13902

### January/February

Su	Mo	Tu	We	Th	Fr	Sa
27	<b>28</b>	29	30	31	<b>1</b>	2
3	4	<b>5</b>	6	7	<b>8</b>	9
10	11	<b>12</b>	13	14	<b>15</b>	16
17	18	<b>19</b>	20	21	<b>22</b>	23
24	25	<b>26</b>	27	28		

### March

Su	Mo	Tu	We	Th	Fr	Sa
					<b>1</b>	2
3	4	<b>5</b>	6	7	<b>8</b>	9
10	11	<b>12</b>	13	14	<b>15</b>	16
17	18	<b>19</b>	20	21	22	23
24	25	26	27	28	29	30
31						

### April

Su	Mo	Tu	We	Th	Fr	Sa
	1	<b>2</b>	3	4	<b>5</b>	6
7	8	<b>9</b>	10	11	<b>12</b>	13
14	15	<b>16</b>	17	18	<b>19</b>	20
21	22	<b>23</b>	24	25	<b>26</b>	27
28	29	<b>30</b>				

### May

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	<b>3</b>	4
5	6	<b>7</b>	8	9	10	11
12	<b>13</b>	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

*Run dates are shown in bold*

Pipe Dream reserves the right to reject ads for any reason. PD is under no obligation to run ads submitted after the placement deadline. Any changes made to advertisement space and size reservations must also be made by the appropriate deadline. Advertiser agrees that ads will be placed and charged for the full length of the contract. Payment must be made within 10 business days of each run date unless said advertiser has a line of credit with Pipe Dream. Payments received after 10 business days on three separate occasions will mean that the advertiser must pre-pay all future orders. Payments more than 20 business days overdue will be sent to a collections agency at the expense of the advertiser. Advertisers are responsible for submitting ads sized exactly to the space they are paying for.

**Signature:** .....

**Date:** .....