

# VIEW CAMERA<sup>®</sup>

## Advertising Order Form

### 2004/2005 ADVERTISING SCHEDULE

<input type="checkbox"/> <b>Nov/Dec 04</b> Marketing and Publicity	<b>Size</b> _____ <b>Shape</b> _____ Reservations-November 1, 2004	<b>BW</b> _____ <b>2C</b> _____ <b>4C</b> _____ Materials Due November 10, 2004	<b>Rate</b> _____
<input type="checkbox"/> <b>Jan/Feb 05</b> Alternative Processes	<b>Size</b> _____ <b>Shape</b> _____ Reservations-December 1, 2004	<b>BW</b> _____ <b>2C</b> _____ <b>4C</b> _____ Materials Due December 10, 2004	<b>Rate</b> _____
<input type="checkbox"/> <b>March/April 05</b> Mixed Bag—100th Edition	<b>Size</b> _____ <b>Shape</b> _____ Reservations-February 1, 2005	<b>BW</b> _____ <b>2C</b> _____ <b>4C</b> _____ Materials Due February 10, 2005	<b>Rate</b> _____
<input type="checkbox"/> <b>May/June 05</b> Architecture	<b>Size</b> _____ <b>Shape</b> _____ Reservations-April 1, 2005	<b>BW</b> _____ <b>2C</b> _____ <b>4C</b> _____ Materials Due April 10, 2005	<b>Rate</b> _____
<input type="checkbox"/> <b>July/Aug 05</b> Marketing and Publicity	<b>Size</b> _____ <b>Shape</b> _____ Reservations-June 1, 2005	<b>BW</b> _____ <b>2C</b> _____ <b>4C</b> _____ Materials Due June 10, 2005	<b>Rate</b> _____
<input type="checkbox"/> <b>Sept/Oct 05</b> Black and White	<b>Size</b> _____ <b>Shape</b> _____ Reservations-August 1, 2005	<b>BW</b> _____ <b>2C</b> _____ <b>4C</b> _____ Materials Due August 10, 2005	<b>Rate</b> _____
<input type="checkbox"/> <b>Nov/Dec 05</b> Landscape Photography	<b>Size</b> _____ <b>Shape</b> _____ Reservations-October 1, 2005	<b>BW</b> _____ <b>2C</b> _____ <b>4C</b> _____ Materials Due October 10, 2005	<b>Rate</b> _____

**SHAPES: Full Page: Non-Bleed, Bleed; 1/2 Page: Vertical, Horizontal, Island; 1/3 Page: Vertical, Square; 1/4 Page: Vertical; 1/6 Page: Vertical, Square**

**IF NEW FILM OR DISK DOES NOT ARRIVE BY MATERIALS DUE DATE, PICKUP FROM PREVIOUS ISSUE WILL BE USED.**

**RATES FROM RATE CARD 16 APPLY TO ALL 2004/2005 ADS ORDERED ON THIS FORM BEFORE DECEMBER 16, 2004.**

**ADVERTISING ORDERED AFTER DECEMBER 16, 2004 WILL BE BASED ON RATE CARD 17**

**ORDERING ADVERTISING IMPLIES THAT THE ADVERTISER AND ITS AGENCY (IF ONE IS INVOLVED) KNOWS, UNDERSTANDS, AND ACCEPTS THE TERMS AND CONDITIONS LISTED ON THE VIEW CAMERA ADVERTISING RATE CARD**

**ADVERTISER** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** ( ) \_\_\_\_\_ **Fax** ( ) \_\_\_\_\_

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

**Name (printed)** \_\_\_\_\_

**Faxed copies and signatures shall be considered legally binding.**

**Bill Advertiser**

**Bill Agency**

**AGENCY** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** ( ) \_\_\_\_\_ **Fax** ( ) \_\_\_\_\_

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

**Name (printed)** \_\_\_\_\_

**Faxed copies and signatures shall be considered legally binding.**

**Send Insertions to**  
View Camera Magazine  
P.O. Box 2328  
Corrales, NM 87048  
505-899-8054/phone  
505-899-7977/fax

**Send Artwork to**  
Tim Anderson  
P.O. Box 2328  
-or-  
373 Windover Lane  
Corrales, NM 87048