

ADVERTISING RATES

Bay Area & Western PVA publishes a bi-monthly newsletter, *The Bridge*. This newsletter is sent to more than 750 Veterans who are paralyzed as the result of either an injury or disease of the spinal cord. They live primarily in northern California, northern Nevada, and southern Oregon. *The Bridge* is also sent to health care professionals, mostly at the Spinal Cord Injury Center at the Palo Alto Division of the VA Palo Alto Health Care System, as well as various Federal, State, and local Legislators. Other PVA Chapters throughout the United States and Puerto Rico read *The Bridge* and see its advertising. We invite you to take advantage of the special rates offered below and to advertise in *The Bridge*.

SPECIAL RATE – GET THE 6TH ISSUE FREE WHEN YOU PREPAY FOR 5 ISSUES!!

SIZE	MEASUREMENTS	RATE PER ISSUE	SPECIAL RATE FOR 6 ISSUES
Business Card		\$25.00	\$125.00
Quarter Page	3 ¾”w X 5 h	\$50.00	\$250.00
Half Page	7 ½”w X 5”h	\$100.00	\$500.00
Full Page	7 ½”w X 10”h	\$200.00	\$1,000.00

ADVERTISING AGREEMENT

TERMS: Camera ready, black-and-white artwork (or digital file, such as JPEG), signed agreement, and payment must be received in our office at least two weeks prior to printing. Please send to the address above. (Digital files may be E-Mailed to pvachbaw@mindspring.com.) Make check payable to **BAY AREA & WESTERN PVA**. All checks must be cleared prior to ad placement. For information regarding printing dates or for other questions, please contact Rebecca Sherman.

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Our business would like to advertise in *The Bridge*, beginning in the month of _____. We would like ad size _____ at the rate of \$_____ per issue, for _____ issues, for a total of \$_____.

Your Name: _____

Business Name: _____

Address: _____

City: _____ State _____ Zip Code: _____

Telephone No.: _____ Fax: _____

Signature: _____ Date: _____