



Advertising Insertion Order

for **THE 2012 WASHINGTON PHYSICIANS DIRECTORY**

Please accept this insertion order as our contract for space in *The 2012 Washington Physicians Directory*. We understand the charges associated with our advertisement and accept the General Conditions published on the enclosed rate sheet. Written notice of cancellation will be accepted up to the closing date of December 23, 2011, and payment need not accompany this order.

Please reserve the following space in *THE 2012 WASHINGTON PHYSICIANS DIRECTORY*:

Back Cover @ \$5,535.00*

Inside Front Cover @ \$4,100.00*

Tip-In Reply Card @ \$5,725.00**

Inside Back Cover @ \$4,100.00*

Covers and tip-in cards are limited and sold based on availability.

Since one becomes available so infrequently, we do suggest that you select an alternative below.

*Includes required 4-color process charge **Includes tip-in card production charge.

Two-Page Spread @ \$4,320.00

1/4 Page @ \$890.00

Full Page @ \$2,400.00

1/8 Page @ \$555.00

1/2 Page @ \$1,415.00

We will submit electronic files by January 6, 2012.

We prefer to use your design services. Please be prepared to give us an estimate for design and layout charges.

We will have color in our ad. (Minimum additional charge of \$500.00)

Authorized Signature _____ Date _____

Please print your name _____

Company _____

Street Address _____

City/ST/Zip _____

Phone _____ Fax _____

E-mail _____ Web _____

DEADLINE FOR SPACE RESERVATION - December 23, 2011 • Scheduled distribution date - March 31, 2012

Terms are 2% 10 days; net 30 days • See enclosed rate sheet for specifications, general conditions, etc.

(All new advertisements are prioritized, as they relate to size, on a first-come, first-served basis and are subject to the General Conditions on the enclosed rate sheet.)



The Washington Physicians Directory

P.O. Box 4436, Silver Spring, Maryland 20914 301-384-1506 Fax 301-384-6854 wpd@wpdnetwork.com

To FAX your response call: 301-384-6854 (secure)

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