



# ADVERTISING INSERTION order form

**Thank you for placing an ad with the Go On Girl! Book Club.**  
Complete this insertion order and send via e-mail along with your ad,  
as you wish it to appear to: [lyndajgog@gmail.com](mailto:lyndajgog@gmail.com)

Please submit a completed insertion order with artwork that corresponds to the sizing and orientation of your ad.

**Insertion Details:**

- Magajournal     Web & Mag Combo/3 Months SKYSCRAPER  
 Website         Web & Mag Combo/3 Months SQUARE

**Ad Orientation:**

- Horizontal     Vertical  
 Color         B&W For Magajournal

Please indicate Position: \_\_\_\_\_ Ad Cost: \_\_\_\_\_

**Formats Accepted:** JPEG, Hi-Res PDF ONLY

**Payment Information:**

All ad materials and payments are due for the website **7 days before** the ad goes live. For the magajournal and combo ads the deadline is **April 1st**. Make check payable to: **GoOnGirl! Book Club**.

**Send payment to Lynda M. Johnson, GoOnGirl! Book Club, P.O. Box 3368, New York, NY 10185.**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Rate Card**

POSITION	B&W	COLOR	POSITION	B&W	COLOR
Branded Outside Cover	\$2,365	\$2,535	TOC (Table of Contents)*	\$710	\$780
Inside Front Cover	\$745	\$810	Edit Well	\$710	\$780
Inside Back Cover	\$745	\$810	Full Page ROP (Run of Press)	\$675	\$745
Outside Back Cover	\$770	\$845	1/2 Page	\$475	\$540
Inside Center Spread	\$1,045	\$1,115	1/4 Page	\$370	\$405
Inside Front Center Spread	\$1,045	\$1,115			

**Website & Magajournal Combo Ads—3 months Square Button (239x 239)**

POSITION	B&W	COLOR	POSITION	B&W	COLOR
Branded Outside Cover	\$2,605	\$2,750	TOC (Table of Contents)*	\$1,054	\$1,258
Inside Front Cover	\$1,228	\$1,284	Edit Well	\$1,169	\$1,258
Inside Back Cover	\$1,228	\$1,284	Full Page ROP (Run of Press)	\$1,054	\$1,228
Outside Back Cover	\$1,249	\$1,313	1/2 Page	\$999	\$1,054
Inside Center Spread	\$1,299	\$1,543	1/4 Page	\$910	\$939
Inside Front Center Spread	\$1,299	\$1,543			

**Website & Magajournal Combo Ads—3 months Skyscraper (238 x 478)**

POSITION	B&W	COLOR	POSITION	B&W	COLOR
Branded Outside Cover	\$3,426	\$3,570	TOC (Table of Contents)*	\$2,019	\$2,078
Inside Front Cover	\$2,049	\$2,104	Edit Well	\$2,019	\$2,078
Inside Back Cover	\$2,049	\$2,104	Full Page ROP (Run of Press)	\$1,989	\$2,049
Outside Back Cover	\$2,069	\$2,134	1/2 Page	\$1,819	\$1,874
Inside Center Spread	\$2,304	\$2,363	1/4 Page	\$1,730	\$1,760
Inside Front Center Spread	\$2,304	\$2,363			

**Website Rates**

SKYSCRAPER (238 X 478 PIXELS)		SQUARE (239 X 239 PIXELS)		
1 Month	3 Months	1 Month	3 Months	
\$1,665	\$6000	Awards	\$300	\$750
		Reading List	\$500	\$1,250
		Others	\$275	\$700