

# What you need to know to sell or buy ads in the 2022 MOSES yearbook

## Basic information

Ad sizes and prices are the same as last year:

- Eighth page (business card size) (3.5" W x 2.5" H) = \$75
- Quarter page (3.5" W x 4.75" H) = \$125
- Half page (7.5" W x 4.75" H) = \$250
- Full page (7.5" W x 10" H) = \$500
- Inside front or inside back cover (4 color) = \$650
- Back cover (4 color) = \$750

**See layout of ad sizes  
and dimensions  
on p.2**

All ads are black and white except the inside covers, front back, and the back cover.

We are happy to reprint last year's ad—no need to create a new one.

Ad copy must be received by Saturday, November 19, 2022.

## Process

Email the information below for each ad you sell to [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com):

- **Ad buyer:** the name of the business, church, or organization buying the ad.
- **Ad size:** eighth page, quarter page, half page, full page, etc.
- **Reprint:** please let us know if the buyer wishes to reprint their ad from 2021!

*You may wish to use this chart to track your ad sales:*

Ad buyer	Ad size	Reprint?

Please tell each of your ad buyers to:

- Email camera ready ad copy to [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com). The deadline to receive ad copy is Saturday, November 19, 2022.
- Mail payment (check payable to "MOSES") to: MOSES, PO Box 7031, Madison, WI 53707. (Billing is possible; email invoice request to [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com))

Questions? Contact yearbook ad sales coordinator, Ann Lacy, at (608) 213-4469 or [mosesyearbook@gmail.com](mailto:mosesyearbook@gmail.com)

**Thank you for your support of MOSES!**

Full page (7.5" W x 10" H) \$500

Back cover (4 color) \$750  
Inside front cover (4 color) \$650  
Inside back cover (4 color) \$650

Eighth page (3.5" W x 2.5" H) \$75

Quarter page (3.5" W x 4.75" H) \$125

Half page (7.5" W x 4.75" H) \$250