

What you need to know to sell or buy ads in the 2024 MOSES yearbook

Basic information

Ad sizes and prices are the same as last year:

- Eighth page (approximately 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**

Please note that all ads in the *printed* copies of the yearbook are black and white except the inside covers (front and 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 Sunday, December 1, 2024.

Process

Email the information below for each ad you sell to 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 2023!

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. *The deadline to receive ad copy is Sunday, December 1, 2024.*
- Mail payment (check payable to "MOSES") to: MOSES, PO Box 7031, Madison, WI 53707. (Billing is possible; email invoice request to mosesyearbook@gmail.com)

Questions? Contact yearbook ad sales coordinator, Ann Lacy, at (608) 213-4469 or 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