

# Doll Reader Classified Advertising Insertion Order

Rate: \$1.95 per word; 20-word minimum purchase required. **Pre-payment is required for all ads!**

**1. Circle desired heading:** (If no heading is circled, your ad will be placed under an appropriate heading.)

ACCESSORIES	DISPLAY CASES	MISCELLANEOUS	REPAIR/RESTORATIONS
ANTIQUE DOLLS FOR SALE	DOLLS FOR SALE	MODERN DOLLS FOR SALE	SEMINARS
ARTIST DOLLS FOR SALE	FOR SALE	PAPER DOLLS	SERVICES
BARBIES	FURNITURE	PARTS	SHOWS
BUSINESS	HELP WANTED	PATTERNS	SUPPLIES
CLOTHING DOLL KITS	MINIATURES	PUBLICATIONS	WANTED TO BUY

**2. Ad Copy:** All ads must be typed or printed clearly. Place punctuation where necessary. **Publisher is not responsible for handwritten copy or spelling errors.**

_____ (1)	_____ (2)	_____ (3)	_____ (4)	_____ (5)
_____ (6)	_____ (7)	_____ (8)	_____ (9)	_____ (10)
_____ (11)	_____ (12)	_____ (13)	_____ (14)	_____ (15)
_____ (16)	_____ (17)	_____ (18)	_____ (19)	_____ (20)

Classified ads have a 100-word maximum. If you would like pricing on a longer ad, please contact us.

### 3. Submission Deadlines

Please indicate the issue(s) your ad will run below. Ads not received by the deadline will be placed in the next available issue.

Issue	Deadline	Issue	Deadline	Issue	Deadline
February 2008	December 6, 2007	June/July 2008	March 26, 2008	October 2008	July 17, 2008
March/April 2008	January 7, 2008	August 2008	May 12, 2008	November 2008	August 22, 2008
May 2008	February 18, 2008	September 2008	June 7, 2008	December/January 2009	October 8, 2008

**4. Photo:** If desired, a small B&W photo can be added to your ad for \$25.00 a month. Please include photo with insertion order.

**5. Payment Amount:** \$ \_\_\_\_\_ **\$1.95 per word; 20-word minimum purchase. (U.S. funds drawn on U.S. banks only.)**

**6. Method of payment:**     Check     Money order     MasterCard     Visa     Discover     Amex

Credit Card #: \_\_\_\_\_    Expiration Date: \_\_\_\_\_ / \_\_\_\_\_    Signature: \_\_\_\_\_

Name: \_\_\_\_\_    Company Name: \_\_\_\_\_

Address: \_\_\_\_\_    Email: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_    Fax: \_\_\_\_\_

Fax, email, or mail ad copy with payment to (*signed authorization required for credit card orders*):

Doll Reader Classified Department  
420 Boylston Street, 5<sup>th</sup> floor • Boston, MA 02116  
Fax: 617-536-0102 • Phone: 617-536-0100 x116 • Email: [KLove@madavor.com](mailto:KLove@madavor.com)

### Doll Reader Classified Advertiser Information

**Classified Rates:** \$1.95 per word. 20-word minimum purchase required. No agency discount allowed. Payment is required for each issue by the above deadline. If payment does not arrive by ad deadline date, ad will not be placed in the requested issue.

**Method of Payment** Check, money order, Visa, MasterCard, Amex, or Discover. U.S. funds only. Ads to be charged to a credit card must be faxed, emailed, or mailed. No phone-in submissions will be accepted.

**Cancellations** are not accepted after closing date and must be received in writing on or before closing.

**Word Count:** One or more characters divided by a space will count as one (1) word, with no exceptions. This includes the zip code, plus sign (+), and

ampersands (&). Hyphenated words (-) or words separated by a slash will count as two (2) words. Please count name and address with word count when placing your ad. Example: "P.O. box 000" counts as three words. Telephone and fax numbers including area code each count as one (1) word. Internet addresses: every 10 characters count as one word. First word in ad will be CAPITALIZED, and name and address will be bolded at no extra charge. Only proper names and proper nouns will have first letter capitalized.

**Rights of Publisher:** Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to Publisher's approval. Please type or print your ad legibly. Publisher reserves the right to assign and change heading.