

DISPLAY ADVERTISING INSERTION ORDER



YES, please place my display ad in the issue(s) of Where to Retire magazine indicated below:

- January/February Mails December 1, 2009; closes October 1, 2009
March/April Mails February 1, 2010; closes December 1, 2009
May/June Mails April 1, 2010; closes February 1, 2010
July/August Mails May 31, 2010; closes April 1, 2010
September/October Mails July 30, 2010; closes June 1, 2010
November/December Mails October 1, 2010; closes August 2, 2010

Advertiser's Name:

- Ad Size: 2 page spread, 1/2 page island, 1/3 page square, Full page, 1/2 page horizontal, 1/3 page vertical, 2/3 page, 1/2 page vertical, 1/6 page vertical

- Color: 4-color, Black & white, Bleed, Special Position

*Gross Rate: Net Rate:

Special Instructions (if there will be a Vacation Planning Guide ad with this display ad, please use the lines below for your copy and lead fulfillment instructions):

NAME AND ADDRESS OF ORGANIZATION PLACING ORDER

Name, Title, Company, Email, Address, City, State, Zip, Phone, Fax, Signature, Date

Complete, sign and return to: Vacation Publications, Attention: Advertising, 5851 San Felipe Street, Suite 500, Houston, TX 77057

Questions: Call (713) 974-6903 or fax (713) 978-6003

*See rate card or www.WhereToRetire.com/admat/online for rates, ad dimensions and mechanical requirements.

RETIREMENT PLANNING GUIDE INSERTION ORDER



- Complete and mail or fax the insertion order below, specifying Plan AA or Plan A.
- Enclose your color brochure or digital image with proof (we handle all production).
- Provide a maximum of 75 words for Plan AA or 30 words for Plan A (more than maximum may be edited).
- Provide a name and address or email address to which readers' responses should be sent.

FULFILLMENT: A postage-paid reply card is inserted in *Where to Retire* for reader response to your ad. The magazine will provide you with a set of gummed labels and a duplicate list or an email with your respondents' names and addresses.

YES, please place my Retirement Planning Guide ad(s) in the issue(s) of *Where to Retire* magazine indicated below:

Plan AA – 6 ads to a page

- January/February _____
- March/April _____
- May/June _____
- July/August _____
- September/October _____
- November/December _____

- 6x starting _____
- *Rate _____

Plan A – 12 ads to a page

- January/February _____
- March/April _____
- May/June _____
- July/August _____
- September/October _____
- November/December _____

- 6x starting _____
- *Rate _____

January/February Issue Closes: October 1, 2009
March/April Issue Closes: December 1, 2009
May/June Issue Closes: February 1, 2010
July/August Issue Closes: April 1, 2010
September/October Issue Closes: June 1, 2010
November/December Issue Closes: August 2, 2010

Mails: December 1, 2009
Mails: February 1, 2010
Mails: April 1, 2010
Mails: May 31, 2010
Mails: July 30, 2010
Mails: October 1, 2010

Copy (more than maximum may be edited:) _____

PLEASE INDICATE YOUR CHOICE OF FULFILLMENT MODE:

- Labels and list Email

WHERE TO RETIRE WILL SEND REQUESTS RECEIVED FOR YOUR LITERATURE TO THE PERSON BELOW:

Name _____ Title _____
Company _____ Email _____
Address _____ City _____ State _____ Zip _____
Phone () _____ Fax () _____

NAME AND ADDRESS OF ORGANIZATION PLACING ORDER:

Name _____ Title _____
Company _____ Email _____
Address _____ City _____ State _____ Zip _____
Phone () _____ Fax () _____
Signature _____ Date _____

Complete, sign and return with materials to:
Vacation Publications, Attention: Advertising, 5851 San Felipe Street, Suite 500, Houston, TX 77057
Questions: Call (713) 974-6903 or fax (713) 978-6003

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