



Market Guide

Advertising Rates

Effective 11/30/08

DISPLAY ADVERTISING

Business Card.....	\$41
Quarter 1/4 page.....	69
Sixth 1/6 page (in directory only)	55
Third 1/3 page (in directory only).....	89
Half* 1/2 page	119
Three-quarter* 3/4 page	164
Full page*	209

*Includes one FREE spot color where available

ADS ON MAP PAGES

2 3/4" x 1 1/2" with line drawn to market location

Map Ad (Pavilion or Original Market) \$56

DIRECTORY LISTINGS

Basic Listing.....one FREE to qualifying dealers	
Additional Basic Listing	\$5
1-Line Bold Face Listing	10
3-Line Box Bold Face Listing	25

MISC. SERVICES

Basic ad layout and design is FREE with ad purchase (please read advertiser policy below). Complex layout and multiple photos may incur additional fees; please consult your ad rep for more information.

One Additional Color 20% of Ad Price
(Spot color is available on limited pages)

SPECIFICATIONS AND ADVERTISER POLICY

Page Size..... 7" x 10 1/4"
Circulation Minimum..... 15,000 per issue
Distribution Fri., Sat. & Sun. at Fleamasters.

The Market Guide is a publication of Fleamasters Fleamarket. Editing, design and ad sales provided by Steele Advertising, 5820 Nebraska Ave., New Port Richey, FL 34652. Phone 727-845-8773 or toll free 1-877-400-4ADS. Send e-mail to advertising@fleamall.com Our deadline does not permit us to provide pre-press proofs. The final layout and design is done at the discretion of our art department, and we will not be responsible for errors or omissions in ads. Upon notification, compensation for errors will not exceed value of the space in which the error occurred, if, in our opinion, there is a loss in value.

Order Form

PLEASE PRINT CLEARLY

Name _____ Dealer ID# _____

Phone _____ Location _____

Please reserve the following ad(s):

- ☐ Business Card
- ☐ 1/4 Page
- ☐ 1/2 Page
- ☐ 3/4 Page
- ☐ Full Page
- ☐ Map Ad
- ☐ Additional Color
- ☐ Other (list): _____

Please place the following listing(s) and/or ads in the Market Guide Directory:

- ☐ Free Basic Listing
- ☐ Additional Basic Listing
- ☐ Bold Face Listing
- ☐ Box Bold Face Listing
- ☐ 1/6 Page Directory Ad
- ☐ 1/3 Page Directory Ad

Check One: ☐ This is a new ad
☐ Run my same ad
☐ Run my ad with the changes indicated

Price of ad(s): \$ _____

Other charges: \$ _____

Amount paid: \$ _____ ☐ cash ☐ check # _____

Payment must accompany all ads. Drop off anytime at Customer Service Office, or with Market Guide Rep. **Please make your check payable to Fleamasters Fleamarket.** Your signature indicates you agree to payment and will comply with advertiser policies listed on the rate sheet.

Dealer Signature _____

Date _____

Print your directory listing or ad copy here, or on the back of this page.
Please contact your ad rep for instructions before submitting an ad by e-mail.

Thank you for advertising in the Market Guide!