

# THE SATURDAY EVENING POST

## ONLINE ADVERTISING INSERTION ORDER FORM

### ADVERTISER

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

Contact: \_\_\_\_\_

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

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

### AGENCY/BILLING

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

Contact: \_\_\_\_\_

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

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

### CAMPAIGN DETAILS

Ad Type	Start Date	Stop Date	Impressions	ROS/Targeted	Cost
Medium Rectangle, 300x250					
Leaderboard, 728x90					
Skyscraper, 160x600					
E-mail Newsletter, 160x600					
Poll Sponsor					

Product Description: \_\_\_\_\_

URL creative will link to: \_\_\_\_\_

Alt text (should not exceed 60 characters): \_\_\_\_\_

Creative should be attached in an e-mail with any special instructions. All creative will be pre-approved before going live on the site. Please allow five business days in production before your campaign start date. Maximum file size for 300x250 Medium Rectangle banner: 18k with 30 seconds max animation; 728x90 Leaderboard: 28k with 30 seconds max animation; 160x600 Skyscraper: 28k with 30 seconds max animation. Rich media and 3rd party ads are accepted. Send ad, production instructions, reporting instructions or any third-party requests to [ads@saturdayeveningpost.com](mailto:ads@saturdayeveningpost.com).

Authorized by (please print or type): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### SEND INSERTION ORDER TO:

Advertising Department, The Saturday Evening Post, 1100 Waterway Blvd., Indianapolis, IN 46202 • Phone: (317) 636-8881 • Fax: (317) 637-0126 • E-mail: [ads@saturdayeveningpost.com](mailto:ads@saturdayeveningpost.com)