

ADVERTISING RATES



the **SURPLUS RECORD**

LISTING RATES

Number	Total Listing Rate
10 (Minimum Charge).....	\$90.00
10.....	\$90.00
11.....	\$93.50
26.....	\$201.50
50.....	\$367.20
100.....	\$655.00
150.....	\$900.00
Number	Each/per Listing
11 thru 25.....	\$8.50
26 thru 47.....	\$7.75
51 thru 90.....	\$7.20
100 thru 137.....	\$6.55
150 thru 180.....	\$6.00
200 thru 255.....	\$5.40
300 thru 369.....	\$4.60
400 thru 476.....	\$4.25
500 thru 926.....	\$4.05
1000 and over.....	\$3.75

DISPLAY AD RATES

Space	1 Time	3 Times	6 Times	9 Times	12 Times
Full Page...	\$415.00	\$395.00	\$375.00	\$355.00	\$345.00
2/3 Page....	\$320.00	305.00	290.00	275.00	270.00
1/2 Page....	245.00	235.00	230.00	215.00	205.00
1/3 Page....	175.00	170.00	165.00	160.00	155.00
1/6 Page....	105.00	100.00	95.00	90.00	85.00

DISPLAY AD SPECIFICATIONS

Full Page	4-1/2"	7-11/16"	1/3 Page	4-1/2"	2-7/16"
2/3 Page	4-1/2"	5-1/6"	1/6 Page	4-1/2"	1-3/16"
1/2 Page	4-1/2"	3-5/8"	<i>Call On Cover Costs & Specs.</i>		

For any questions you may have concerning advertising
please contact one of the following representatives.

TOM SCANLAN
Publisher / Editor
312/372-9077

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JON STEPHENSON
Vice President / Sales
215/794-9195

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LISTING ORDER FORM

Please insert the attached list of equipment in the first available issue of the Surplus Record. We understand we are to pay for the first insertion prior to publication and subsequent insertions upon receipt of the invoice. We also understand that this order will include our company information in the International and Numerical Indexes, and that all listings are on the Internet at no additional cost.

COMPANY INFORMATION:

Firm Name

Address

City

State/Province

Postal Code

Country

Contact Name *(For Publication)*

Tel:

Fax:

E-mail:

Ordered by: *(Please sign here)*

CLOSING DATE IS THE 1ST DAY OF THE MONTH PRECEDING ISSUE DATE.

Please give us the following information for all listings:

CLASSIFICATION:

Please give a Surplus Record heading or use the UMCC.

DESCRIPTION:

- 1) Follow the Surplus Record listing format for each advertised item, or
- 2) Attach a copy of your advertising in any other publication,
- 3) Send your printed stock list,
- 4) Send us any other legibly printed copy.

(The publisher reserves the right to edit for format and length of description.)

SEE OTHER SIDE FOR RATES (PER LINE LISTINGS)

the **SURPLUS RECORD**



Number of

<u>Listings</u>	<u>Rate</u>	<u>Amount</u>
1 thru 10	Minimum	\$90.00
10	9.00	\$90.00
11	8.50	\$93.50
12	8.50	\$102.00
13	8.50	\$110.50
14	8.50	\$119.00
15	8.50	\$127.50
16	8.50	\$136.00
17	8.50	\$144.50
18	8.50	\$153.00
19	8.50	\$161.50
20	8.50	\$170.00
21	8.50	\$178.50
22	8.50	\$187.00
23	8.50	\$195.50
<i>24 Thru 25 Billed at the 26 listing total</i>		
26	7.75	\$201.50
27	7.75	\$209.25
28	7.75	\$217.00
29	7.75	\$224.75
30	7.75	\$232.50
31	7.75	\$240.25
32	7.75	\$248.00
33	7.75	\$255.75
34	7.75	\$263.50
35	7.75	\$271.25
36	7.75	\$279.00
37	7.75	\$286.75
38	7.75	\$294.50
39	7.75	\$302.25
40	7.75	\$310.00
41	7.75	\$317.75
42	7.75	\$325.50
43	7.75	\$333.25
44	7.75	\$341.00
45	7.75	\$348.75
46	7.75	\$356.50
47	7.75	\$364.25

48 Thru 50 Billed at the 51 listing total

Number of

<u>Listings</u>	<u>Rate</u>	<u>Amount</u>
51	7.20	\$367.20
52	7.20	\$374.40
53	7.20	\$381.60
54	7.20	\$388.80
55	7.20	\$396.00
56	7.20	\$403.20
57	7.20	\$410.40
58	7.20	\$417.60
59	7.20	\$424.80
60	7.20	\$432.00
61	7.20	\$439.20
62	7.20	\$446.40
63	7.20	\$453.60
64	7.20	\$460.80
65	7.20	\$468.00
66	7.20	\$475.20
67	7.20	\$482.40
68	7.20	\$489.60
69	7.20	\$496.80
70	7.20	\$504.00
71	7.20	\$511.20
72	7.20	\$518.40
73	7.20	\$525.60
74	7.20	\$532.80
75	7.20	\$540.00
76	7.20	\$547.20
77	7.20	\$554.40
78	7.20	\$561.60
79	7.20	\$568.80
80	7.20	\$576.00
81	7.20	\$583.20
82	7.20	\$590.40
83	7.20	\$597.60
84	7.20	\$604.80
85	7.20	\$612.00
86	7.20	\$619.20
87	7.20	\$626.40
88	7.20	\$633.60
89	7.20	\$640.80
90	7.20	\$648.00

91 thru 99 Billed at the 100 listing total

<u>Number of Listings</u>	<u>Rate</u>	<u>Amount</u>
100	6.55	\$655.00
101	6.55	\$661.55
102	6.55	\$668.10
103	6.55	\$674.65
104	6.55	\$681.20
105	6.55	\$687.75
106	6.55	\$694.30
107	6.55	\$700.85
108	6.55	\$707.40
109	6.55	\$713.95
110	6.55	\$720.50
111	6.55	\$727.05
112	6.55	\$733.60
113	6.55	\$740.15
114	6.55	\$746.70
115	6.55	\$753.25
116	6.55	\$759.80
117	6.55	\$766.35
118	6.55	\$772.90
119	6.55	\$779.45
120	6.55	\$786.00
121	6.55	\$792.55
122	6.55	\$799.10
123	6.55	\$805.65
124	6.55	\$812.20
125	6.55	\$818.75
126	6.55	\$825.30
127	6.55	\$831.85
128	6.55	\$838.40
129	6.55	\$844.95
130	6.55	\$851.50
131	6.55	\$858.05
132	6.55	\$864.60
133	6.55	\$871.15
134	6.55	\$877.70
135	6.55	\$884.25
136	6.55	\$890.80
137	6.55	\$897.35
138 thru 149 Billed at the 150 listing total		

<u>Number of Listings</u>	<u>Rate</u>	<u>Amount</u>
150	6.00	\$900.00
151	6.00	\$906.00
152	6.00	\$912.00
153	6.00	\$918.00
154	6.00	\$924.00
155	6.00	\$930.00
156	6.00	\$936.00
157	6.00	\$942.00
158	6.00	\$948.00
159	6.00	\$954.00
160	6.00	\$960.00
<i>Next 20 @ \$960.00 plus \$6.00 per listing</i>		
181 thru 199 billed at the 200 listing total		
200	\$5.40	\$1,080.00
255	\$5.40	\$1,377.00
256 thru 299 billed at the 300 listing total		
300	\$4.60	\$1,380.00
369	\$4.60	\$1,697.40
370 thru 399 billed at the 400 listing total		
400	\$4.25	\$1,700.00
476	\$4.25	\$2,023.00
477 thru 449 billed at the 500 listing total		
500	\$4.05	\$2,025.00
926	\$4.05	\$3,753.75
927 thru 1000 billed at the 1001 listing total		
1001	\$3.75	\$3,753.75