



# 2010 ADVERTISING ORDER FORM – DEADLINE: NOVEMBER 15, 2009

Please complete Information Form on other side.

#	DESCRIPTION	SIZE OF AD	PRICE	TOTAL	YOU RECEIVE
<b>PRINT EDITION</b>					
<b>SPECIAL ADVERTISING PRODUCTS FOR SMALL BUSINESSES</b>					
P01	Comment Lines* – 55 characters/spaces per line	1 line	\$50		20 Free Books
	<i>*Automatically included in The Hostel Handbook<sup>®</sup> Online</i>	2 lines	\$100		40 Free Books
		3 lines	\$150		60 Free Books
		4 lines	\$200		80 Free Books
P02	Hostel Spot	3 ½" X ¾"	\$200		80 Free Books
P03	Small Hostel Special – Hostel Spot + 3 lines of Comments	Save \$50!	\$300		100 Free Books
<b>BASIC ADVERTISING</b>					
P14	Quarter Page Ad ( <i>Free 1/2 Banner Online</i> )	3 ½" X 2"	\$400		125 Free Books
P12	Half Page Ad ( <i>Free Banner Online</i> )	3 ½" X 4"	\$750		250 Free Books
P10	Full Page Ad ( <i>2 Free Banners Online</i> )	3 ½" X 8"	\$1400		400 Free Books
P20	Double Page Ad ( <i>2 Free Banners Online</i> )	7 ½" X 8"	\$3200		1000 Free Books
<b>SPECIAL PLACEMENT ADVERTISING</b>					
P30	Inside Front Cover ( <i>2 Free Banners Online</i> )	3 ½" X 8"	\$1800		500 Free Books
P31	First Page ( <i>2 Free Banners Online</i> )	3 ½" X 8"	\$1600		450 Free Books
P32	Second Page ( <i>2 Free Banners Online</i> )	3 ½" X 8"	\$1500		425 Free Books
P33	Last Page ( <i>2 Free Banners Online</i> )	3 ½" X 8"	\$1500		425 Free Books
P34	Inside Back Cover ( <i>2 Free Banners Online</i> )	3 ½" X 8"	\$1600		450 Free Books
P35	Centerfold ( <i>2 Free Banners Online</i> )	7 ½" X 8"	\$4000		1200 Free Books
<b>LAYOUT CHARGES – camera-ready artwork must be provided or layout charges are as shown</b>					
P51	Layout Charge for Quarter and Half Page Ads		\$50		
P52	Layout Charge for Full Page Ads		\$100		

## ONLINE EDITION @ [www.hostelhandbook.com](http://www.hostelhandbook.com)

W01	Online Comments – Up to 4 lines ( <i>Not needed if purchased above</i> )		\$100		
W10	Full Size Banner – National Page (Horizontal or Vertical)	468 X 60 pixels or 120 X 240 pixels	\$500		
W11	Full Size Banner – Regional Page (Horizontal or Vertical)	468 X 60 pixels or 120 X 240 pixels	\$200		
W12	Full Size Banner – State or Local Page (Horizontal or Vertical)	468 X 60 pixels or 120 X 240 pixels	\$100		
W13	Half Size Banner – National Page (Horizontal or Vertical)	234 X 60 pixels or 120 X 120 pixels	\$300		
W14	Half Size Banner – Regional Page (Horizontal or Vertical)	234 X 60 pixels or 120 X 120 pixels	\$100		
W15	Half Size Banner – State or Local Page (Horizontal or Vertical)	234 X 60 pixels or 120 X 120 pixels	\$50		
W51	Layout Charge for Banner		\$50		

Payments may be by personal/business check, money order or via our website using PayPal.

Payments must be in US dollars. **Make checks payable to: JIM WILLIAMS**

**TOTAL**

Any balance due after December 31, 2009 will incur a 1½% per month finance charge.

**Mail to: The Hostel Handbook<sup>®</sup>, 730 St. Nicholas Avenue, New York, NY 10031**  
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