

ERA'S EXCLUSIVE OFFER FOR EDS 2018!



ERA offers reduced ad rates in *The Representor* Spring 2018 issue for all EDS Supplement insertions.

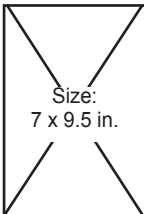
Take advantage of the **special EDS SUPPLEMENT ad rates** in *The Representor* Spring 2018 issue to support your company's promotional efforts for EDS 2018. **The issue will be distributed at EDS and your ad will also be featured on ERA's website for three months** (April, May and June). To showcase your company in the **EDS SUPPLEMENT** of the Spring 2018 issue of *The Representor*, just submit this form by **March 9, 2018**.



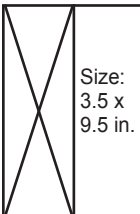
EDS 2018 SUPPLEMENT AD RATES

(If your firm does NOT belong to ERA, please use the non-member rates shown below.)

Full Page
Members:
\$845 (B&W);
\$895 (Color).
Non-members:
\$1,014 (B&W);
\$1,079 (Color)

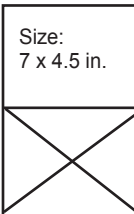


1/2-Page Vert.
Members:
\$445 (B&W);
\$485 (Color).
Non-members:
\$534 (B&W);
\$582 (Color).



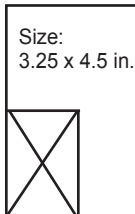
1/2-Page Horz.
Members:
\$445 (B&W);
\$485 (Color).
Non-members:
\$534 (B&W);
\$582 (Color).

Size:
7 x 4.5 in.



1/4-Page
Members:
\$295 (B&W);
\$320 (Color).
Non-members:
\$354 (B&W);
\$384 (Color).

Size:
3.25 x 4.5 in.



ERA CHAPTERS may also place full-page display ads in the Spring issue editorial sections at the standing special rate of \$500.

How to Order:

- Complete and submit the order form below.
- SUBMIT YOUR AD in one of the following ways:
 - Send camera-ready in pdf or jpeg format with the ad enclosed in a ruled box to it the selected size (see dimensions above). If your ad includes your logo or other graphics, **send those in separate e-files (jpeg format)**.
 - Provide your text, graphics and rough layout sketch. Your ad will be laid out and a proof sent for your approval.
- Submit ads to Neda Simeonova at nsimeonova@era.org.

Notes:

- All ads are non-commissionable.
- Please do NOT submit artwork with metallic colors.

All advertisers will receive three free copies of the Spring 2018 issue of *The Representor* via first class mail.

Plan your ad or insert your text here.

ORDER FORM

Indicate your ad format: ☐ B&W ☐ Color

Indicate your ad size: ☐ Full Page ☐ Half-Page Vertical ☐ Half-Page Horizontal ☐ Quarter-Page

Company _____ ERA Member? ☐ Yes ☐ No

Contact Person _____

Complete Address _____

Telephone _____ Email _____

Payment Method: ☐ Check (payable to ERA) ☐ Mastercard ☐ Visa ☐ Amex ☐ Discover

Card # _____ Exp. Date _____ Amt. to be Charged: \$ _____

Name on Card _____ Signature _____

**Email this completed form with your ad copy or files and payment by March 9, 2018, to:
Electronics Representatives Association • Email: Neda Simeonova at nsimeonova@era.org**