



# 2012 MDA BLACK-N-BLUE BALL PROGRAM ADVERTISEMENT INFORMATION

PRINTED PROGRAM DEADLINE: MARCH 19, 2012

Artwork should be sent in high-resolution jpeg format. All ads are printed in black and white.

**FULL PAGE AD**  
7-3/4" (w) x 10-1/4" (h)

**1/2 PAGE AD**  
7-3/4" (w) x 5" (h)

**1/4 PAGE AD**  
3-3/4" (w) x 5" (h)

**1/8 PAGE AD**  
3-1/2" (w) x 2" (h)

**Please mail this sheet along with your logo or artwork to:**

Lisa Lodde • MDA Black-N-Blue Ball  
330 South Executive Drive, Suite 100-B • Brookfield, WI • 53005  
Tel: (262) 432-6798 • Fax: (262) 432-7990  
E-mail: llodde@mdausa.org

*Please contact Lisa if you have questions regarding your Black-N-Blue Ball ad.*

**AD RATES:**

<b>Full Page</b>	<b>\$600</b>
<b>1/2 Page</b>	<b>\$400</b>
<b>1/4 Page</b>	<b>\$200</b>
<b>1/8 Page</b>	<b>\$150</b>

Ad Size       Full Page Advertisement (\$600)       1/2 Page Advertisement (\$400)  
 1/4 Page Advertisement (\$200)       1/8 Page Advertisement (\$150)

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Ad Secured by (Steering Committee Member) \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Payment Method       Invoice Me  
 Check Enclosed (Payable to the Muscular Dystrophy Association)  
 Bill My Credit Card (Complete information below)

Please Bill My       Visa       MasterCard  
 AmEx

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_