



The Mobile Area Chamber of Commerce offers member businesses affordable advertising rates in numerous publications. These options include:

- *The Business View* - a monthly business magazine mailed to more than 20,000 business owners and managers in Mobile and Baldwin counties and e-mailed to more than 8,000 addresses monthly;
- *The Business View Weekly* - a weekly e-mail sent to more than 8,000 addresses as a supplement to *The Business View*;
- *The Membership Directory & Buyers Guide* - the Chamber's annual directory of all members mailed at the beginning of each year and mailed to more than 5,000 members;
- *Website* - the Chamber's website averages 300,000 unique clicks a month; and
- *Online Calendar of Events* - a monthly calendar announcing Chamber events for the month and e-mailed to more than 8,000 addresses;

Take advantage of the many ways to advertise your business. Discounts are available for multiple contracts.

To learn more about the  
benefits of advertising, contact  
Rene Eiland, Account Executive  
251-510-4175  
reiland@mobilechamber.com  
Fax: 251-431-8646

[WWW.MOBILECHAMBER.COM](http://WWW.MOBILECHAMBER.COM)

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

*Updated February 2011*

# SPECIFICATIONS

All Mobile Area Chamber print publications are designed using InDesign software.

All ads must be submitted in digital format using Illustrator, PhotoShop or high resolution files (300 dpi or higher). Film is not accepted. Files must be CMYK and Macintosh compatible. Confirm the ad is press ready and conforms to the requirements below. Ads that are not print ready will not be accepted or will incur additional charges to prepare for print.\*

- PDF files and all embedded graphics are to be 300 dpi.
- All colors are CMYK (4 plates) with no spot color and no RGB colors.
- All fonts must be embedded.
- For full-page bleed ads, be sure to extend graphics at least 0.125" beyond the trim marks on all four sides.

The Mobile Area Chamber can not accept faxed advertisements or files with graphics or photos embedded, such as Microsoft Word or Microsoft PowerPoint.

We reserve the right to censor, revise, change, alter or reject any advertisement that is not provided according to specifications, based on editorial comment or is politically-oriented. The Chamber's liability for any error it might make in publication of an advertisement (print or electronic) is limited solely to a return of the consideration paid for the advertisement.

Only Mobile Area Chamber members in good standing may advertise.

Cancellations for ads must be received in writing at least 90 days prior to publication date. The Mobile Area Chamber reserves the right to bill for reserved advertising space if ad material is not received by the deadline and/or if a cancellation is received fewer than 90 days prior to publication date.

\*Wise Design - designer for *The Business View* - 251-660-7751

## Price Schedule

### Ad Design

Full Page	\$350
1/2 Page	\$225
1/4 Page	\$125

### Ad Resize

Full or 1/2 page	
proportional	\$ 35
vertical to horizontal	\$ 75

# FILE TRANSFER

Files smaller than 2 MBs may be e-mailed to Carolyn Wilson at [cwilson@mobilechamber.com](mailto:cwilson@mobilechamber.com).

Large files may be sent on a CD to:  
Mobile Area Chamber of Commerce  
Attention Carolyn Wilson  
PO Box 2187  
Mobile, AL 36652-2187

[WWW.MOBILECHAMBER.COM](http://WWW.MOBILECHAMBER.COM)

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

# PUBLICATIONS DISTRIBUTION

- *The Business View* is distributed directly to more than 20,000 business in Mobile County.
- *The Business View Weekly* is distributed to more than 8,000 e-mail addresses each week to Mobile Area Chamber members and potential members.
- *The Membership Directory and Buyer's Guide* is distributed annually to all Chamber member firms and sold throughout the year to visitors. In addition, the Buyer's Guide is included in the Chamber's relocation packets.
- The Mobile Area Chamber's website averages 300,000 unique clicks a month.
- *The Online Calendar of Events* is sent to more than 8,000 members and potential members 12 times a year.

## Data about Mobile Area Chamber of Commerce members:

- More than 60 percent of Chamber member companies are small businesses comprised of 10 or less employees.
- 30 percent of the member companies have between 11 and 50 employees, and the other 10 percent have employees ranging from 51 to more than 1,000.
- Mobile Area Chamber of Commerce member businesses represent industries including automotive, construction, financial, tourism, insurance, real estate, manufacturing, professional, utilities, printing/publishing, media, restaurants, retailers, wholesalers, services and transportation.
- Professional companies make up the largest percentage of member businesses with more than 18 percent.
- Service industry companies represent more than 13 percent of member businesses, and those in the construction industry represent approximately 10 percent.

## Limitations:

The Chamber's placement reservations and conditions apply. Additionally, the Chamber reserves the right to reject or later cancel any ad (and to remove it from its printed and electronic publications, including the website) for any reason whatsoever, including but not limited to the fact that any artwork is not provided according to specifications, or the ad is based on editorial comment, is politically-oriented or is considered pornographic or otherwise inappropriate by the Chamber or has a link to a site that contains such materials. Additionally, banners containing events, programs or projects that compete, directly or indirectly, with the Chamber's events, programs or projects, cannot be placed on the Chamber's printed and electronic publications (including the website). If a website banner ad has been paid for by a sponsor and is not included on the Chamber's website for the full one year term, THE CHAMBER'S SOLE LIABILITY (AND THE SPONSOR'S SOLE REMEDY) shall be a proportionate return of the amount paid by the sponsor for the banner for the period that it did not run.

[WWW.MOBILECHAMBER.COM](http://WWW.MOBILECHAMBER.COM)

MOBILE AREA CHAMBER OF COMMERCE - PO BOX 2187 - MOBILE AL 36652-2187

## ATTENTION ADVERTISING AGENCIES:

For inclusion in the publication and to hold advertising space, we require a signed copy of our contract and a valid credit card number. Insertion orders alone will not guarantee ad placement.

The Mobile Area Chamber of Commerce is a 501(c)6 and does not offer agency discounts on its publications.

# THE BUSINESS VIEW

The Business View is a monthly business publication produced by the Mobile Area Chamber of Commerce. The publication's mission is to effectively communicate with the membership, and the business public, to increase support and understanding of the Chamber, highlight its members, provide important information about the Mobile area and the region's business community, and serve as an affordable advertising outlet for members.

## ADVERTISING RATES

INSIDE COVER	9" W x 12"H	\$1,500
INSIDE BACK COVER	9" W x 12"H	\$1,200

FULL	8.5" W x 11"H	\$1,000
1/2	8.5" W x 5.375" H	\$ 620
1/4	4.125" W x 5.375"H	\$ 410

All ads include full color at no extra charge.

\*\*\*Full bleeds on full page ads are an additional charge of 20 percent premium.\*\*\*

Multiple ad discounts for ads available up to a 1/2 page:

3 months - 10%; 6 months - 20%; 11 months - 25%

There are no discounts for ads for inside and back cover ads.

*Additional discounts available for small businesses with less than 10 employees.*

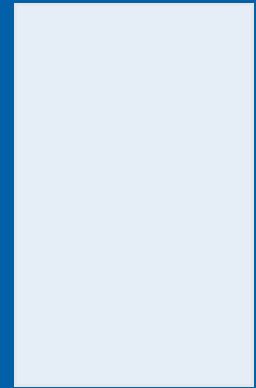
## ADVERTISING DEADLINES

February -	ads due December 10	August -	ads due June 10
March -	ads due January 10	September -	ads due July 10
April -	ads due February 10	October -	ads due August 10
May -	ads due March 10	November -	ads due September 10
June -	ads due April 10	December/January -	ads due October 10
July -	ads due May 10		

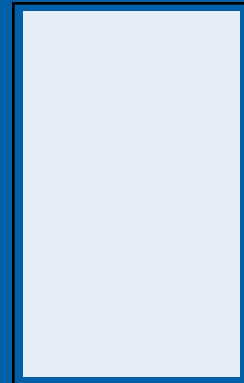
\*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

WWW.MOBILECHAMBER.COM

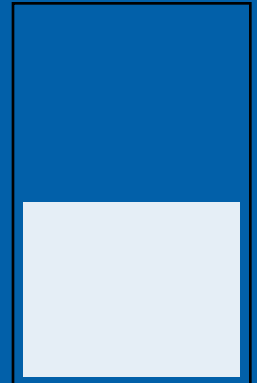
## AD SIZES\*



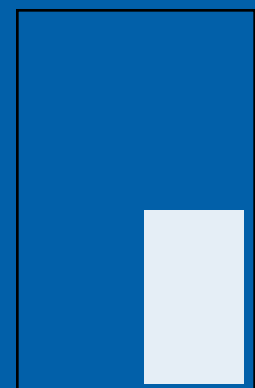
INSIDE COVERS - 9" W X 12" H - full bleed



Full Page  
8.5" W X 11" H



1/2 Page  
8.5" W X 5.375" H



1/4 Page  
4.125" W X 5.375" H

## THE BUSINESS VIEW WEEKLY

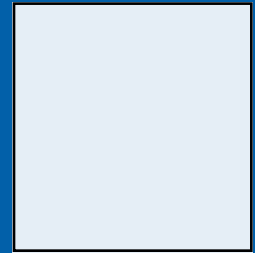
*The Business View Weekly* is a weekly e-mail business publication produced by the Mobile Area Chamber of Commerce. The publication's mission is to effectively communicate with the membership, and the business public, to increase support and understanding of the Chamber, highlight its events, promote member events, provide important information about the Mobile area and the region's business community, and serve as an affordable advertising outlet for members.

## ADVERTISING RATES

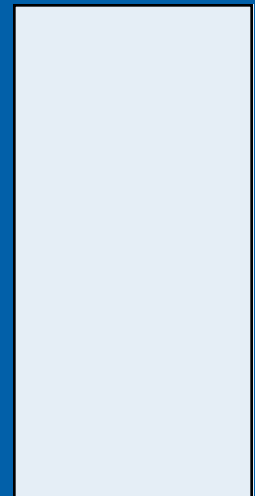
Week 1	300 pixels x 300 pixels	\$50
Weeks 4+	300 pixels x 300 pixels	\$45
Weeks 8+	300 pixels x 300 pixels	\$40
Weeks 16+	300 pixels x 300 pixels	\$35
Week 1	300 pixels x 600 pixels	\$65

All ads may link to a web page or PDF flyer.

Ads are due Wednesday at noon for that week's e-mail. All ads must accompany a signed contract, with a credit card guarantee, noting dates ad(s) should run.



3" W X 3" H  
or  
300 pixels x 300 pixels



3" W X 6" H  
or  
300 pixels x 600 pixels

*\*Ads shown are not actual size and shown for approximate dimensions and bleeds available.*

# MEMBERSHIP DIRECTORY & BUYERS GUIDE

The *Guide to Mobile* is the front color section of the Mobile Area Chamber's *Membership Directory* and is overprinted as a separate, quality of life booklet on Mobile. All ads in this section are color.

Published annually it provides member information as well as timely information on the Mobile Bay community.

The publication is provided to chief executives, business owners and senior executives of Chamber member companies; prospects for company relocation and/or new operations in the Mobile area; professionals; key decision makers; purchasing directors and prospective Chamber members.

The publications are distributed to all Chamber members listed in the directory.

Quantity Published: 3,000 directories and 1,500 overprints of the *Guide To Mobile* (front, color section of the directory).

## Rates for Cover Pages and *Guide To Mobile*

### Membership Directory Covers

Inside Front .....	\$4,000
Inside Back .....	\$3,750
Outside Back.....	\$4,250

### Membership Directory Ads color

Two-Page Spread.....	\$5,250
Full Page.....	\$3,000
1/2 Page.....	\$2,300

### Guide To Mobile Covers

Inside Front.....	\$4,200
Inside Back.....	\$4,200
Outside Back.....	\$4,450

## Rates for Buyers Guide, Nonprofit and Minority Directory Sections

	Black & White	Two Color**
Full Page	\$1,980	\$2,250
2/3 Page	\$1,650	\$1,850
1/2 Page	\$1,430	\$1,620
1/3 Page	\$1,000	\$1,160
1/6 Page	\$ 600	\$ 750

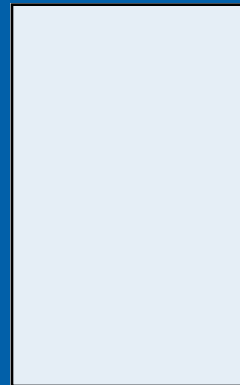
\*\*For two color ads, the only option for second color is Red PMS 1797.

**Buy an size ad and get a 1/6 page ad for 1/2 price.**

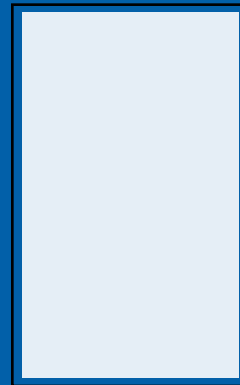
\*Ads shown are not actual size and shown for approximate dimensions and bleeds available.

WWW.MOBILECHAMBER.COM

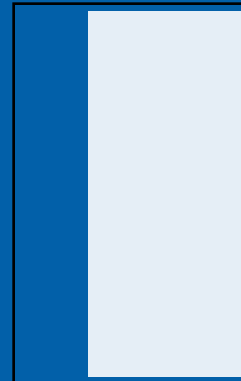
## AD SIZES\*



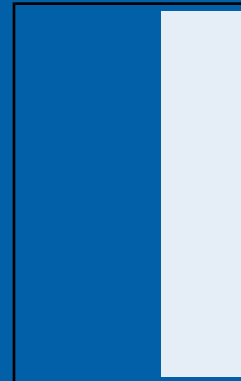
Full Page - Bleed  
8 3/8" W X 11 1/8" H



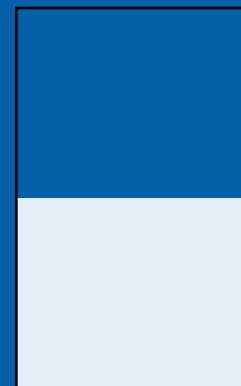
Full Page - No Bleed  
7" W X 10" H



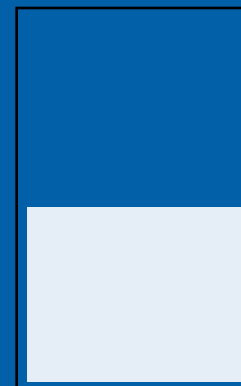
2/3 Page - No Bleed  
4 1/2" W X 10" H



1/3 Page - No Bleed  
2 3/6" W X 10" H



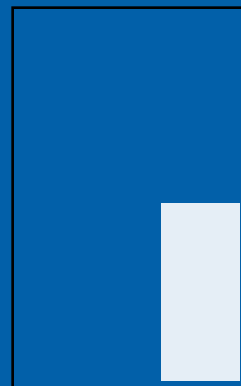
1/2 Page - Bleed  
7" W X 5" H



1/2 Page - No Bleed  
7" W X 4 7/8" H



1/6 Page - No Bleed  
Horizontal  
4 1/2" W X 2 3/8" H



1/6 Page - No Bleed  
Vertical  
2 3/16" W X 4 7/8" H

## MOBILE AREA CHAMBER WEBSITE

The Chamber's website - [www.mobilechamber.com](http://www.mobilechamber.com) - contains five pages where sponsor ads may be placed. Sponsors will receive an ad in a rotating banner at the bottom of the page to run for one year from start date (meaning the date of a signed contract and receipt of a banner ad), with the capability of linking from the placement to the sponsor's homepage.

The pages available are:

HOMEPAGE: The main page of the Chamber's website.

HOMEPAGE Sponsor: \$1,500

VISITING: A page providing information and links for viewers interested in visiting the Mobile area or learning about the area's quality of life.

VISITING Page Sponsor: \$500

DO BUSINESS: A page providing information and links to economic reports and business resources, workforce information, and information on small business development and international trade.

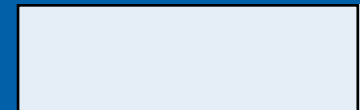
DO BUSINESS Page Sponsor: \$500

RELOCATION: A page providing information and links to assist individuals interested in moving to Mobile, including community statistics, employment and real estate information.

RELOCATION Page Sponsor: \$500

THE CHAMBER: A page linking viewers to information regarding Chamber membership, member benefits, Chamber leadership, Chamber events, Chamber committees, etc.

THE CHAMBER Page Sponsor: \$500



4.88" W X 0.67" H  
or  
468 pixels x 64 pixels

	Pixels	Inches
Width	468	4.88
Height	64	0.67
Resolution	96 pixels/inch	

*\*Ad shown is not actual size and shown for approximate dimensions available.*

# Mobile Area Chamber of Commerce THE BUSINESS VIEW

## Member Advertising Contract & Space Order

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Month of Ad(s):	May 2011 <input type="checkbox"/>	June 2011 <input type="checkbox"/>	July 2011 <input type="checkbox"/>
	August 2011 <input type="checkbox"/>	September 2011 <input type="checkbox"/>	October 2011 <input type="checkbox"/>
	November 2011 <input type="checkbox"/>	December/January 2012 <input type="checkbox"/>	February 2012 <input type="checkbox"/>
	March 2012 <input type="checkbox"/>	April 2012 <input type="checkbox"/>	May 2012 <input type="checkbox"/>

Ad Size: \_\_\_\_\_ Ad Rate: \_\_\_\_\_

Less Discount (if applicable): \_\_\_\_\_

Total Contract Value: \_\_\_\_\_

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX  VISA  MASTERCARD  DISCOVER

Cardholder's Name: \_\_\_\_\_ CSV2# \_\_\_\_\_

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

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

Chamber Rep: \_\_\_\_\_

### For Multiple Month Contract

Will send new ad each issue

Will use same ad every issue

Will rotate ads

### Ad Format Provided/Needed:

Camera Ready

Needs Typesetting\*

Needs Conversion  
and Typesetting\*

Needs Ad Design\*

\*NOTE: For ads other than camera ready, additional charges will apply according to ad size and services needed.

Cancellations for ads must be received in writing at least 90 days prior to publication date.

*The Business View* reserves the right to bill for reserved advertising space if ad material is not received by the deadline and/or if a cancellation is received fewer than 90 days prior to publication date.

# Mobile Area Chamber of Commerce THE BUSINESS VIEW WEEKLY

## Member Advertising Contract & Space Order

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Week(s) ad should appear (ads run Thursday afternoon each week except the last two weeks of the year):

February 2011  March 2011  April 2011

May 2011  June 2011  July 2011

August 2011  September 2011  October 2011

Number of ads requested: \_\_\_\_\_ Use same ad each week: \_\_\_\_\_

Total Cost of Contract: \_\_\_\_\_

Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)

AMEX  VISA  MASTERCARD  DISCOVER

Cardholder's Name: \_\_\_\_\_ CSV2# \_\_\_\_\_

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

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

Chamber Rep: \_\_\_\_\_

### Standard Rates:

\$50 each week

\$45 each week for four or more consecutive weeks

\$40 each week for four or more consecutive weeks

\$35 each week for four or more consecutive weeks

\$65 each week for double ads

### Ad Format Provided / Needed:

Advertisements will appear approximately 3" x 3" or 3" x 6" and need to conform to specific guidelines.

### Acceptable formats:

PDF, jpg or gif only

### Physical dimensions:

300 x 300 pixels at 150 dpi or  
300 x 600 at 150 dpi

Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in The Business View Weekly. Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.

# Mobile Area Chamber of Commerce MEMBERSHIP DIRECTORY & BUYERS GUIDE

## Member Advertising Contract & Space Order

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### Ad payment terms:

Insertion cost \_\_\_\_\_ Discount \_\_\_\_\_ (if 1/6 page ad is 1/2 price)

### Additional charges:

Premium placement \_\_\_\_\_ (add 10% for specific page placement request)

Art charges \_\_\_\_\_ (apply if ad is not camera ready)

Total Cost of Contract: \_\_\_\_\_

*Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)*

AMEX  VISA  MASTERCARD  DISCOVER

Cardholder's Name: \_\_\_\_\_ CSV2# \_\_\_\_\_

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

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

Chamber Rep: \_\_\_\_\_

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in The Membership Directory. Return signed form to: Membership Department, Mobile Area Chamber, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.*

## FILE TRANSFER

Files smaller than 2 MBs may be e-mailed to Missy Hartley at [mhartley@mobilechamber.com](mailto:mhartley@mobilechamber.com).

Large files may be sent on a CD to:  
Mobile Area Chamber of Commerce  
Attention Missy Hartley  
PO Box 2187  
Mobile, AL 36652-2187

### CHAMBER WILL INVOICE FOR AD NOVEMBER 2011

Deadline for submitting ad art is:  
Friday, October 28 2011

If art is not received by this deadline, we will produce an ad comprising company name, address and phone number to be inserted in contracted space.

Place a check mark in  
all five areas below -

#### 1) Section:

Guide to Mobile   
Buyers Guide   
Minority Section   
Nonprofit Section

#### 2) Color:

Black/White   
Two Color   
Four Color

#### 3) Shape

Horizontal   
Vertical   
Square

#### 4) Art Details:

Art Attached   
Art to Follow   
Art on File

#### 5) Ad is

Renewal   
New

Size \_\_\_\_\_

Cover # \_\_\_\_\_

# Mobile Area Chamber of Commerce WEBSITE

## Member Advertising Contract & Space Order

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Banner Location: *(Ad will run from contract date for one year.)*

Homepage  Visiting  Do Business

Relocation  The Chamber

Number of ads requested: \_\_\_\_\_ Use same ad each page: \_\_\_\_\_

Total Cost of Contract: \_\_\_\_\_

*Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)*

AMEX  VISA  MASTERCARD  DISCOVER

Cardholder's Name: \_\_\_\_\_ CSV2# \_\_\_\_\_

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

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

Chamber Rep: \_\_\_\_\_

The sponsor must provide artwork with the following specifications for placement on the website:

	Pixels	Inches
Width	468	4.88
Height	64	0.67

Resolution 96 pixels/inch

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising on the Chamber's website  
Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.*

# Mobile Area Chamber of Commerce Online Calendar of Events

## Member Advertising Contract & Space Order

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Month of Ad:    January     February     March     April   
Year 2011    May     June     July     September   
October     November     December

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

Number of ads requested: \_\_\_\_\_ Use same ad each month: \_\_\_\_\_

Total Cost of Contract: \_\_\_\_\_

*Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)*

AMEX     VISA     MASTERCARD     DISCOVER

Cardholder's Name: \_\_\_\_\_ CSV2# \_\_\_\_\_

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

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

Chamber Rep: \_\_\_\_\_

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in the Online Calendar of Events  
Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.*

The Chamber's Online Calendar of Events is a monthly electronic publication sent to more than 8,000 members and potential-members.

The calendar includes a list of all Chamber events for the month and the link to the latest issue of *The Business View*.

- This ad will be the only ad for the month(s) specified in the form of a banner logo ad at the bottom of the e-mail. The ad will link to the sponsor's website.
- The ad should be 96 pixels/inch resolution 4.88 inches wide x 0.67 inches tall or 468 pixels wide x 64 pixels tall.

**Cost is \$150 per month.**

# Mobile Area Chamber of Commerce Economic Development Overview

## Member Advertising Contract & Space Order

Advertiser/Business Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Total Cost of Contract: \_\_\_\_\_

*Credit Card Information: (Advertiser must provide a credit card number to reserve space for an ad. Advertiser will receive an invoice for payment of ad. If invoice payment is not received within 60 days of original invoice, advertiser's credit card will be charged.)*

AMEX  VISA  MASTERCARD  DISCOVER

Cardholder's Name: \_\_\_\_\_ CSV2# \_\_\_\_\_

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

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

Chamber Rep: \_\_\_\_\_

The Economic Overview is an annual publication compiled by the Mobile Area Chamber's Economic Development department

The information will be published in booklet form and used as a mail out piece to company owners considering moving their businesses to Mobile.

The publication will be updated 2nd quarter of 2011.

As the sole ad sponsor, your company will be identified as a progressive, pro-business advocate for growth in Mobile and a supporter of economic development in the Mobile Bay Area.

- This ad will be the only ad in the entire publication, and will be on the outside back cover. The printing will be 1,000 copies.
- The ad is four-color, 8½" X 11" with bleed.

This exclusive ad space provides an excellent opportunity to build exposure for your company with businesses considering moving their operations to the Mobile Bay Area.

**Cost is \$3,500 for back cover ad.**

*Your signature acknowledges that you have read the deadlines, reservations, conditions and limitations for advertising in the ED Overview. Return signed form to: The Business View, Advertising Manager, P.O. Box 2187, Mobile, AL 36652-2187. Fax: 251-431-8646.*