

WOODALL'S® 2011 ADVERTISING LAYOUT REQUEST

Pub 2575 Vista Del Mar Drive • PO Box 8600 • Ventura, CA 93001
 Phone (800) 323-9076 • Fax (805) 667-4468

Ad Traffic# _____ Advertiser Name _____ List Town _____ List St/Prov _____ Seq# _____
 Address _____ FAX# _____ DWA+
 Proof Address (if different) _____
 Ad size _____ Column _____ Section _____ Ad Town _____ Ad St./Prov _____
 1C Palette 2-C 3-C 4-C 4 CMYK
 Red Yellow Sky Blue Sapphire
 Green Cocoa Orange Purple
 FOB Placement _____
 RS# _____ Mail Leads E-mail Leads
 RS E-Mail _____
 Agency Material Copy to come
 Compose Repeat Revise Increase Decrease
 Previous Ad Size _____ Patron _____ Region _____
 Hwy Exit Prog.-Hwy# _____ Exit # _____
 Directions (max 256) _____

See Attached F-73 form for Add'l Primaries tied to this ad
 x-ref/Dup Displays / Add'l Adv
 DWA + X ref Dup Add'l Adv Seq# _____
 Town _____ St./Prov. _____
 DWA + X ref Dup Add'l Adv Seq# _____
 Town _____ St./Prov. _____
 DWA + X ref Dup Add'l Adv Seq# _____
 Town _____ St./Prov. _____

Stay Service Eat See & Do Deadlines: Ad Materials Due by August 30, 2010 FP

	2/3x2 1/3x1
	1/2x2 1/4x1
	2/3x3
	1/2x3 1/3x2 1/6x1
	1/4x2 1/8x1 1/3x3
	1/4x3 1/6x2
	2 1/4"
	1/8x2
	1 1/2"

Customer Initials _____ Date _____ Name _____
 AC _____ F/R _____ Rep _____ Code _____ Split Code _____ Rec'd in Traffic: _____