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 # _____

☐ **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. _____

Directions (max 256) _____

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:_____

This layout is for general layout purposes only.

F-510-B-10