BACK PAGE ORDER FORM

CHICAGO READER
11 East Illinois Street
Chicago, Illinois 60611

PHONE 312·828·0350
FAX 312·828·0682

name

business phone

business name

address

city

Make check payable to **Chicago Reader, Inc.** Do not send cash.
Payment by credit card: ❍ Mastercard ❍ Visa ❍ Discover ❍ Amex

**exp. date**

cardholder name

signature

Deadline is Friday, 5pm for the following week's issue. Ads are sold on a first come, first served basis and placement is subject to availability. Ads may be faxed to 312·828·0682. Faxed ads MUST include complete credit card information and signature.

TYPE SIZES AND CHARGES

Jumbo Bold	13 characters per line, 3 line max	$**20** per line
Large Bold	31 characters per line, 4 line max	$**17** per line
Plain Text	45 characters per line	$**14** per line

COLOR OPTIONS FOR JUMBO AND LARGE TEXT ONLY

	1 color line	$**25** extra
	each additional color line	$**15** extra
	link charge	$**5** extra

1) choose text size/color **2**) fill in text **3**) sub/total

IMPORTANT: EACH LINE—REGARDLESS OF TEXT SIZE—STARTS AT FAR LEFT OF TEXT GRID BELOW! (SEE SAMPLE PAGE.)

CHECK BOX FOR COLOR

J L P ☐

J L P ☐

J L P ☐

J L P ☐

J L P ☐

J L P ☐

J L P ☐

J L P ☐

J L P ☐

J L P ☐

J L P ☐

jumbo text limit *(13 characters per line max)* → ***large text limit*** *(31 characters per line max)* → ***plain text limit*** *(45 characters per line max)* →

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$

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$

$

$

$

$

COLOR CHARGE $

LINK CHARGE $

X WEEKS

TOTAL $

Minimum: 3 lines per ad • **Maximum:** 10 lines per ad • **Maximum:** 3 jumbo lines and 4 large lines per ad. Jumbo and large lines run in all caps. Lines are limited to character counts specified for each type size. Each letter, punctuation mark, and space counts as a character. No blank lines are available. Chicago Reader reserves the right to edit, revise, or refuse any ad.

NOTE: ADULT SERVICES, HELP WANTED, RESTAURANT, AND REAL ESTATE ADS WILL NOT BE ACCEPTED FOR BACK PAGE PLACEMENT.