2012 FORM FOR LISTING, PHOTO LISTING OR DISPLAY AD (NWSW)

Place a Listing in 4 Easy Steps

1. FILL OUT THE FORM
Just fill out the form below. Use one character per box. (Punctuation doesn't require a box; but spaces do.)
OR, call 1(866) 585-6162

2. FAX THE FORM to (866) 649-0651, OR send the text by email to info@cochrans.com, or even better, call it in toll free to (866) 585-6162. **Please DO NOT mail your copy.**

3. SEND A CHECK to **PO Box 16352, Tucson, AZ 85732-6352**. Addressed envelope is enclosed. To pay by credit card, call 1-866-585-6162. OR log on to paypal@cochrans.com to use PayPal.
Basic listing is $100 per year.

4. EXAMINE YOUR PROOF
We'll email, fax or mail you a proof of your ad, a map to your shop and and invoice. Examine everything for accuracy. **Contact us prior to deadline for changes and corrections. Please DO NOT mail your corrections.**

Cochran's Guide 2012 Listing Form — DEADLINE FOR COPY: AUGUST 15, 2011

YOUR BUSINESS NAME:_____

4 LINES OF DESCRIPTIVE COPY Store "Motto", Types of merchandise, specialties, hours, shipping, credit cards, etc. above

_____( )_____
STREET ADDRESS, CITY, ST, ZIP CODE (ABOVE) **SHOP PHONE (AREA CODE AND NUMBER) ABOVE**

EMAIL_____ ☐ **INCLUDE IN AD (NO CHARGE)**

WEBSITE_____ ☐ **INCLUDE IN AD (NO CHARGE)**

YOUR NAME_____ **OTHER PHONE (HOME, FAX?)** _____

☐ **PHOTO ENCLOSED** ☐ **PHOTO TO COME** ☐ **CALL ME ABOUT DISPLAY ADS** ☐ **THIS IS A MULTI-DEALER STORE**

How to add a Photograph to your Listing

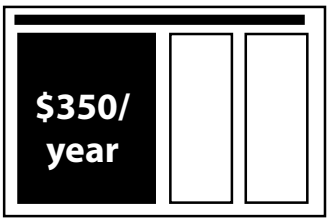
An eye-catching storefront photo helps travelers spot your store. It's just $23 a year additional or FREE with any size display ad.

1. PLAN YOUR PHOTO
Your picture will be reduced to about 2"wide x 1" high (see example). It must be horizontal or we'll crop it. Best use is a well-lighted shot of your storefront. For an interior shot, use a few pieces on a plain background.

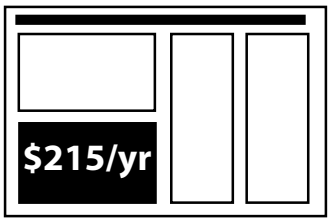
2. SEND US THE SHOT
Email a digital photo to **info@cochrans.com**, or mail a print, or send a disk to **P.O. Box 6400, Amado, AZ 85645 BY Sept 15** . Tell us if you want them returned. **We will retouch "less-than-perfect" photos at no charge.**

RATES: start at $100 for a descriptive paragraph about your merchandise, or add $23 for a photo upgrade = $123
DISPLAY ADS include free listing and free photo. Call for art formats, measurements, color rates

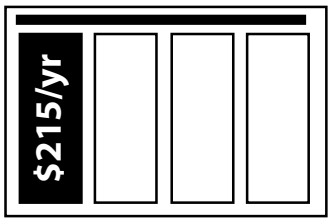
☐ **FULL PAGE • 4 Listings**
H: 4-3/8 inches W: 7-1/2 inches



☐ **HALF PAGE • 2 Listings**
H: 4-3/8 inches W: 3-3/4 inches



☐ **QUARTER PAGE (H) 1 Listing**
H: 2-1/4 inches W: 3-3/4 inches



☐ **QUARTER PAGE (V) 1 Listing**
H: 4-3/8 inches W: 1-13/16 inches

Free Web Page Information

Simply provide us with 6 or 8 digital shots of your store to **info@cochrans.com**. We'll build a web page for you and upload it to the internet. NOTE: You can mail prints to **P.O. Box 6400, Amado, AZ 85645,** but your web page will be significantly delayed.

Credit Card Information

We accept **Visa, Mastercard and PayPal.** Call 1-866-585-6162 with your card number.

COCHRAN'S COLLECTOR'S GUIDE FOR THE WESTERN U.S.
Email: info@cochrans.com • Website: www.cochrans.com • TOLL FREE 1(866) 585-6162 • Fax (866) 649-0651
PAYMENT ONLY: PO Box 16352, Tucson, AZ 85732 • OTHER CORRESPONDENCE TO: PO Box 6400, Amado, AZ 85645