

READER RESPONSE SERVICE

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Alaska Airlines Magazine

Horizon Air Magazine

Date: _____ Sales Representative: _____

Category:

_____ Accommodations/Resorts

_____ Golf

_____ Restaurants & Meeting Places

_____ Health & Beauty

_____ Automotive/Transportation

_____ Travel Ideas

_____ Business Services/Products

_____ Art & Entertainment

_____ Real Estate/Homebuilding

_____ For the Home

_____ Economic Development

_____ Shopping

_____ Education

_____ Jewelry

_____ Other _____ (Special requests accommodated where possible)

Advertiser Name: _____

Website address: www. _____

10-Word Reader Service copy: _____

Please return this form via fax or mail by the 15th of the second month prior to the cover date (e.g. May 15th for the July issue).

Scheduled Issues: Please indicate the issues and calendar years your ad will appear: (e.g. 2007 Jan)

_____ Jan _____ Feb _____ Mar _____ Apr _____ May _____ Jun

_____ Jul _____ Aug _____ Sep _____ Oct _____ Nov _____ Dec

Reader Response information (in electronic format) should be sent by e-mail to:

(Note: We use CSV [comma separated values] as the standard format for your leads. CSV can be imported into most software applications for both PC and Mac.)

Contact Name: _____

Company Name: _____

Address: _____

E-mail address: _____ @ _____

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