



HEARTLAND TRACTOR CLUB



323 Pine Avenue, Graber, OK 74877 • Phone: (476) 555-9384 • Web address: www.hltclub.com

April 27, 2012

Mr. Harvey Wilcox
Wilcox Tractor Restorations
3009 North 2850 East Road
Roundwood, OK 74519

The inside address should be entered with two blank lines inserted after the date, and a building block should be created with the name of the company

The current date should be entered at the 4" tab stop in the document, as specified in the guidelines for a modified block style letter

Dear Mr. Wilcox:

The salutation should be entered with a blank line inserted after the inside address

We are delighted you are considering advertising your business, Wilcox Tractor Restorations, in *Heartland Tractor Magazine*, our monthly publication for tractor enthusiasts. The table below outlines advertisement rates per monthly issue:

In the first sentence in the body of the letter, the prospective advertiser name should be inserted from a building block

Monthly Issue Advertisement Rates				
Type	Dimensions	Word Count	Photo Count	Cost
Full Page	9" x 7"	800	4	\$650
Half Page	4.5" x 7"	400	2	\$350
Quarter Page	4.5" x 3.5"	200	1	\$225
Business Card	2.25" x 3.5"	100	0	\$125

A nonbreaking space should be inserted between the words in the magazine name

A table should be inserted with the data provided, and the Medium Grid 3 - Accent 4 Table Style

Please note that additional fees will be assessed if the word or photo counts exceed the limits listed above. We offer the following discounts:

A bullet list should be inserted

- 10 percent discount for any advertisement that runs in three consecutive issues
- 5 percent discount for a camera-ready advertisement (prepared using Microsoft Word at the proper size and with all words and photos in final layout form)
- 3 percent discount if payment in full is submitted with order

For further details or to place your advertisement, please contact Darla Goldman at (476) 555-9389 or via e-mail at dgoldman@hltclub.com. We look forward to running an advertisement for Wilcox Tractor Restorations.

Sincerely,

The letter should be saved; the document properties should be changed as specified by the instructor; and the document printed

Frank Urbanczyk
President