

READER RESPONSE SERVICE

Paradigm Communications Group
2701 First Avenue, Suite 250
Seattle, WA 98121-1123
Phone (206) 441-5871 • Fax (206) 448-6939
www.paradigmcg.com

Alaska Airlines Magazine

Horizon Edition

Date: _____ Sales Representative _____

Category:

_____ Accommodations/Resorts

_____ Golf

_____ Restaurants & Meeting Places

_____ Health & Beauty

_____ Automotive/Transportation

_____ Travel Ideas

_____ Business Services/Products

_____ Home Interiors & Design

_____ Real Estate/Homebuilding

_____ Art & Entertainment

_____ Financial Development

_____ Shopping

_____ Education

_____ Recruiting

_____ Other _____ (Special requests accommodated when possible)

Advertiser's Name: _____

Website address: WWW. _____

10- Word Reader Service copy: _____

Please return this form via fax or mail by the 20th of the second month prior to the cover date (e.g. May 20th for the July issue).

Scheduled Issues Please indicate the issues and calendar years your ad will appear: (e.g. 2012 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: _____

Email: _____ @ _____

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