

Part 7 サンプル問題 1-2

Information Regarding Advertisements in the Weekend Section

Companies get great results with advertisements placed in the *Hartford Weekly's* Weekend Section. With a readership of ten thousand people for our Sunday edition alone, the *Hartford Weekly* will get your business noticed.

Here are some details that you should know:

- Advertisements placed in the *Hartford Weekly's* Weekend Section must be sent prior to 10:00 A.M. on Wednesday morning of the week in which you want the advertisement to appear. Advertisements sent after this time will appear in the section on the following weekend. In addition, once the advertisement is submitted, no revisions are allowed.

We will deduct 10% off the price of advertisements that run for more than two weekends in a row. To find out more about pricing, please contact us at ads@hartfordweekly.com.

Thank you.

下線&スラッシュ入リスクリプト

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Part 7 サンプル問題 3-4

Callum Blunt 9:43 A.M.

Hi, Martina. Did you arrive in Denver on schedule?

Martina Lukas 9:48 A.M.

Hi, yeah. I'm heading to the client's office right away. One quick question though: do you have a copy of those sales forecast charts the consulting firm made for us?

Callum Blunt 10:03 A.M.

I'm not sure, but I can look for them. Are they essential?

Martina Lukas 10:08 A.M.

I have the figures for our internal forecasts, so it should be fine, but I'd like to show both sets as a comparison. If you can e-mail them over within the next half hour, I can update my slides.

Callum Blunt 10:12 A.M.

I'll ask Devon. He's sure to have a copy.

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Part 7 サンプル問題 5-9 ①

Island Creek Books
160 Elm Drive, Sacramento, CA
Book Signing on Sunday, June 4!

Meet authors Jerry Miller, Sharon Woodman, Maria Jimenez,
and Cindy Sanders

On Sunday, June 4, Island Creek Books will host four bestselling authors. The authors' most recent books will be available for purchase and can be autographed by the authors themselves. In addition to signing books, each author will hold a panel discussion, along with a Q&A session with the public. The Island Creek Café will be providing refreshments including coffee, pastries, and sandwiches.

This will be the fourth such event that we have held at the bookstore, and as always, it is free and open to the public. Please join us for a delightful day with the authors.

Guest lineup

Mr. Miller	11:00 A.M.
Ms. Woodman	12:30 P.M.
Ms. Jimenez	2:00 P.M.
Ms. Sanders	3:30 P.M.

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Part 7 サンプル問題 5-9 ②

FROM: bjackson@islandcreekbooks.com

TO: woodman@1writer.net

DATE: June 1

SUBJECT: Sunday's schedule

Dear Ms. Woodman,

Thank you for your message. After I received it, I contacted Mr. Miller in regard to exchanging time slots. He indicated that he would be happy to exchange time slots with you.

We understand that you need to change to an earlier time slot in order to travel to Los Angeles to receive the National Writers' Guild Novel of the Year Award. We know you will be pressed for time in traveling to Los Angeles for the awards ceremony after attending our event, and we sincerely thank you for honoring your commitment to our book signing.

Regards,

Brenda Jackson

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Regards,

Brenda Jackson

Part 7 練習問題 1-2

Purcellville to Create Recycling Program

The Purcellville town council has announced plans for a town-wide recycling program. Town council members chose the basic design of the recycling bins this past week. City tax money will be used to pay for half of the bin purchase, with the other half of the cost coming from advertising printed on the bins. Local businesses interested in participating in this project will not only be helping the community put its waste to better use but will also get a lot of advertising in return.

The recycling project is planned to begin at the end of next month. All residents will be encouraged to participate in the program, and each household will be given one bin. However, you must first register with the town council to receive one. This can be done in-person at the town hall or online at www.recycle@purcellville.gov.

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Part 7 練習問題 3-4

Belinda Shields [10:34 A.M.]:

Kevin, do you have a moment? I've got a problem with the software I'm using. I have a presentation this afternoon, so it's a bit urgent. Can you or one of the other IT guys help?

Kevin Butcher [10:36 A.M.]:

Sure, that's what we're here for! What's the problem?

Belinda Shields [10:40 A.M.]:

I used the CellScape spreadsheet software to make a chart showing the breakdown of January's sales. That worked fine, but in order to make the slides for my presentation, I need to import the chart into Turbo Graphix. The problem is that the chart isn't appearing in Turbo Graphix.

Kevin Butcher [10:43 A.M.]:

OK, that's strange. Turbo Graphix should be able to read CellScape files without any problems. What format did you save the chart in?

Belinda Shields [10:45 A.M.]:

I'm just looking now and the tag reads ".CCS" — is that right?

Kevin Butcher [10:48 A.M.]:

It should be. It might be that you're using an old version of Turbo Graphix and it's having trouble importing files made with the latest version of CellScape. I'll come up and install the latest version. You'll probably be OK then.

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Part 7 練習問題 5-9 ①

<http://www.electronicjournal.com/costs/>

Electronics Journal - Advertising Costs:

Full Page	\$2,500
1/2 Page	\$1,600
1/4 Page	\$1,000
1/8 Page	\$800

Premium Positions (all full page)

Inside Front Cover	\$4,000
Inside Back Cover	\$3,500
Back Cover	\$4,200

A discount of 10% will be applied to ads submitted electronically, under the condition that the supplied data meets our specifications (see following page). Any data that requires alterations at our end will incur the full price.

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Part 7 練習問題 5-9 ②

FROM: Rosanna Krupp
TO: info@ejmonthly.com
DATE: January 11
SUBJECT: Re: Invoice

Dear Sir/Madam,

Last week, my company, Hathaway Software Solutions, submitted data for a full page back cover ad and one regular 1/8 page advertisement. We received an invoice from you this morning and I have a question about the total.

The amount to be paid doesn't seem to include the 10% discount for online submissions. Is there a mistake in the invoice, and if so, can you send a fresh invoice for the correct amount ASAP, so we can move forward with payment quickly? It is important that these advertisements are published in your October issue, in order to coincide with our new product launch.

Rosanna Krupp
Accounts Department, Hathaway Software Solutions

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Rosanna Krupp
Accounts Department, Hathaway Software Solutions

Part 7 練習問題 5-9 ③

FROM: Terry Nolan
TO: Rosanna Krupp
DATE: January 12
SUBJECT: Re: re: Invoice

Hi Rosanna,

I checked your invoice, and it seems the discount for electronic submissions wasn't applied in your case because the data submitted did not fit our standard templates. As a result, our designers were required to make alterations to ensure the ads fit cleanly into the page layouts. In accordance with our policy, the full listed price applies.

If you wish to proceed with the advertisements in time for October's issue, we need to receive the payment in full by 3 P.M. tomorrow.

Terry Nolan
Electronics Journal
Advertising & Marketing Section

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