

Fairwood Flyer Advertising Sizes, Rates & Policies

DISPLAY ADVERTISING RATES

Sample Size Options*	BW Cost	Color Cost
<i>(Column Width x Height in Inches)</i>		
1 column x 4".....	19.00	CALL
1 column x 5".....	22.00	CALL
1 column x 7.5" (Half page).....	29.00	CALL
1 column x 10".....	36.00	CALL
1 column x 15".....	54.00	CALL
2 column x 3".....	32.00	CALL
2 column x 5".....	43.00	CALL
2 column x 7.5" (qtr page).....	58.00	116.00
2 column x 10".....	73.00	145.00
2 column x 15".....	110.00	220.00
3 column x 3".....	48.00	96.00
3 column x 5".....	65.00	130.00
3 column x 7.5" (Half page).....	87.00	174.00
3 column x 10".....	109.00	218.00
3 column x 15".....	160.00	320.00
4 column x 3".....	65.00	130.00
4 column x 5".....	87.00	174.00
4 column x 7.5" (Half page).....	116.00	232.00
4 column x 10".....	145.00	290.00
4 column x 15" (Full page).....	203.00	406.00

*Other sizes are available - please call. See column width chart below. Camera-read ads not within these dimensions will be placed in a size nearest the ad's dimensions & will be charged according to the adjusted size.

1 column = 2-3/8" (2.3750") wide
 2 columns = 4-15/16" (4.9375") wide
 3 columns = 7-7/16" (7.4375") wide
 4 columns = 10" wide

Ad Placement: Requests can be made, but we cannot guarantee placement. Some pages are not available, or available for BW or color ads only.
Guaranteed placement: There is a \$500 surcharge for guaranteed page placement.

PUBLISHING POLICIES

- In an effort to reduce paper flow, we encourage sending correspondence electronically.
- Proofs, if requested, will be sent via email in Adobe PDF format.
- Ads will continue to run monthly until an ad-pull is received unless other specific instructions are received.
- The publisher reserves the right to refuse any editorial or advertising material.
- Ads that appear to be editorial copy must contain the words "**Paid Advertisement**" in at least 8 point type at the top & bottom of the ad.
- As a rule, informational stories and columns written by our advertisers that can be construed as advertising will not be accepted. We encourage customers to purchase advertising spaces for these purposes.
- Colors and resolutions are handled with the greatest of care. We will do everything to make your ad look the best it can. You, the advertiser, also has the responsibility to provide us with your ads the best resolution.
- The publisher will not be liable for errors in advertising exceeding the cost of the space for the advertisement.
- The publisher will not be liable for any costs because of ads omitted in error.

CAMERA-READY ADS

Ads are considered "camera ready" when they are:

- The correct ad size
- Are saved in one of these formats (recommended 200 DPI resolution): **PDF, EPS, TIFF, JPG**
- Color ads should be saved in **CMYK** format

After reserving your space, email your ad to:

editor@fairwoodflyer.com

- Please call or email** if you have any questions.
- We will do minor resizing and conversion from almost any graphic format at no charge.
- We cannot be responsible for any unexpected changes to your ad as a result of resizing or resolution issues, so please be sure size your ads correctly.
- Proofs can and will be sent upon request in Adobe PDF format.

DESIGN SERVICES

Advertising / Design Services

- Graphic design services: \$60 per hour, charged in quarter-hour increments, 30 minute minimum.
- Graphic design services are payable whether or not the ad runs.
- Corrections to ads must be returned within two calendar days after proof is sent. After that time, the ad will be considered correct and ready to print as-is. However, corrections will always be attempted.
- The publisher is not liable for errors in advertising exceeding the cost of the space for the advertisement.

DEADLINES

Camera-Ready Ad Reservations - The 20th of the month prior to ad publication.

Camera-Ready Ad Submissions - on or before the first of the month to make that month's issue.

Ads Requiring Design Work - 25th of the month prior to ad publication. Corrections to ads must be returned within two calendar days after proof is sent (if requested).

Cancellations / Ad Pulls - 12 noon on the first day of the month of publication. Submit via email - editor@fairwoodflyer.com - you will receive a confirmation email. Call us if not received within 24 hrs.

CREDIT TERMS

- New advertisers may be required to prepay their ad until credit is approved.
- Advertising design is an independent service and is due regardless of whether or not the ad is printed. See the Design Services section regarding those services.
- Advertisers with invoices not paid within 30 days are subject to an 18% late charge and collection, legal & other costs as required to collect the debt.
- Advertisers with invoices not paid within 60 days are subject to ads being pulled until the delinquency is resolved.
- Advertisers are liable for any collection costs, certified mailing costs, legal fees and other items assessed on past due accounts.
- Prepayment Discounts:** *The Fairwood Flyer* does offer discounts for ad contracts paid in advance. Please call if you have questions or to make arrangements for these services:
 12 month consecutive contract - 10% discount
 6 month consecutive contract - 5% discount

Rates, terms and policies are subject to change without notice.

REV 04/11