

# The Artisan Branch Advertising Contract A Publication of Artisan Park Club

| Ad Sizes   | Price Per Issue |
|--|-----------------|
| 1/8 page - 3.95" (W) x 2.5" (H)  | \$75            |
| 1/4 page - 3.95" (W) x 5.125" (H)  | \$105           |
| 1/2 page - 8" (W) x 5.125" (H)   | \$190           |
| Full Page - 8" (W) x 10.375" (H)   | \$350           |
| Back Page<br>8" (W) x 10.375" (H), no bleed<br>8.625" (W) x 11.25" (H), with bleed | \$500           |

| FULL<br>PAGE<br>BLEED | 1/8 PAGE | 1/4 PAGE |
|-----------------------|----------|----------|
|                       | 1/8 PAGE | 1/4 FAGE |
|                       | 1/2 PAGE |          |

Notices: Prices listed above are subject to change. Completed contract, payment and artwork must be received on the designated deadline dates prior to publication (see page 2 for deadline chart). Only approved display ads that meet the size and material specifications as listed will be accepted. Overflow Design Group ("Overflow"), the publishing company, and Artisan Park Club ("Artisan Park") are not responsible for errors or omissions. Submit ad, contract, and payment to Overflow. All costs of collection, including reasonable attorney's fees incurred by Artisan Park, shall be reimbursed by the Company.

Materials Specifications: Ad files should be submitted via email as an attachment. A hard copy of the ad is requested with the contract for reference (if mailed). Ads should be built to exact ad size specifications for best results. Ad file formats accepted are: JPEG, TIF, PDF. Files should be 300 dpi. Ads that do not adhere to these specifications may be rejected or delayed. We will not accept photocopies, clipped ads, WordPerfect, Microsoft Word, or Excel files. Final advertisement colors are printed in process color "CMYK." Advertisers are responsible for verifying desired color compatibility, as Overflow/Artisan Park do not accept any responsibility for variations between those submitted and the final CMYK color. All changes to ads must be made by advertiser and resubmitted before the published deadline.

**Payments/Rate Policy:** No agency discounts. Advertisements must be paid in full, in advance. Checks, made payable to <u>Artisan Park Club</u> or credit cards are accepted with an authorization form.

Cancellation: Overflow/Artisan Park may cancel the ad contract with 10 days written notice to Company, due to printing deadlines. Company may only cancel the contract with 45 days written notice to Overflow/Artisan Park. If such cancellation occurs, Company's ad will not be published in the next scheduled publication. Refund amount will be recalculated by considering the length of time the advertisement was printed. The term of the recalculated amount will be based on the time frames as listed above or a portion thereof. Overflow/Artisan Park reserves the right to reject and/or discontinue any advertisement at any time, for any reason whatsoever in its unfettered discretion. Please note that all advertising is subject to HOA Board approval. In the event of rejection and/or discontinuance, Artisan Park will refund amounts per the calculation set forth in the cancellation provision.

| Company Address:  | Cell:    |
|---|----------|
| City, State, Zip:   |          |
| Ad (Circle): Emailed On File  Ad Size (Circle): Full Page 1/2 1/4 1/8 |          |
| Length of Run (Circle): 1 issue 2 issues 3 issues                     | 4 issues |
| Ad Cost Per Issue: Total Due:   |          |
| I agree to the terms and costs as outlined above.                     |          |

| For Office Use Only                 |             |  |  |
|-------------------------------------|-------------|--|--|
| Date Received                       | :           |  |  |
| Paid:                               |             |  |  |
| exp date                            | / cvc       |  |  |
| or Check #                          |             |  |  |
| □ Database                          | ☐ Deposit   |  |  |
| ☐ Artwork                           | Entered By: |  |  |
| File Type:  JPEG TIF Converted: PSD | PDF Other   |  |  |
| Ad Run:<br>Start:<br>Notes:         | _ End:      |  |  |
|                                     |             |  |  |

Mail Contract & Check (made payable to Artisan Park Club) to:

Date

Signature

Name:

Printed

Company Name:



## The Artisan Branch Advertising Contract

#### A Publication of Artisan Park Club

The chart below represents when advertising space will be available for individual purchase. Submission of contract and payment by the deadline listed does not guarantee placement in a particular month if advertising space is sold out.

| Advertising Quarter                      | Last Day for Submission | Artwork Deadline   |
|--|-------------------------|--------------------|
| 3rd Quarter Summer (July-September) 2019 | June 3, 2019            | June 14, 2019      |
| 4th Quarter Fall (October-December) 2019 | September 2, 2019       | September 13, 2019 |
| 1st Quarter Winter (January-March) 2020  | December 2, 2019        | December 13, 2019  |
| 2nd Quarter Spring (April-June) 2020     | March 2, 2020           | March 13, 2020     |

#### All Submissions Must Include:

- Completed Contract with Printed Copy of Advertisement Attached (if mailed)
- Payment (Credit Card or Check Only-Check Made Out to Artisan Park Club)
- Artwork (Via Email to amanda@artisanparkadvertising.com)

#### All items must be submitted by the deadline.

### **Advertising Policies:**

- Submission of a contract establishes placement in the queue, not a specific issue of publication. Once the predetermined advertising space is sold out for a specific publication, we begin to sell the next issue. This process continues indefinitely. Artisan Park/Overflow reserves the right to refuse any ad for any reason. Please note that all advertisments are subject to the HOA Board approval.
- Artisan Park does not guarantee any work or claims made by advertisers. Publication does not constitute an endorsement or approval of goods or services advertised herein by Artisan Park.
- Inclusion or insertion of political campaign materials in this newsletter does not constitute an endorsement by Artisan Park. All such ads must be approved by Artisan Park Management and the HOA Board.
- No ads pertaining to death, immoral activity, or activity of a questionable nature will be accepted.
- Ad pages are limited to a 50% ratio, as they cannot outnumber editorial pages. Ad pages will be confined to the second half of the
  publication.
- Advertisers will not receive proofs, but will be sent tear sheets once the issue is published, *upon request*.
- If ad is omitted due to fault of Overflow/Artisan Park staff, "make-good" ad credit or refund of ad price for the month omitted will be extended. No compensation for potential lost business will be made under any circumstances.
- No compensation will be made for errors made by advertisers.
- Rates are subject to change without notice.

| Name:   |           |      |
|---------|-----------|------|
| Printed | Signature | Date |