

CALGARY
HORTICULTURAL
SOCIETY

2010 ADVERTISING CONTRACT

Company Information

| | |
|---|---------------|
| Company Name: | Membership# : |
| Address: | Expiry Date: |
| City: Province: | Postal Code: |
| Main Contact: | Cell: |
| Phone: | Fax: |
| E-mail Address: | Website: |
| *Corporate Member: Yes No (please circle one) | |

*Corporate Members Receive a discount of 15% on 8 issues OR 10% on 1 - 7 issues.

Please Note: Corporate Members that advertise in all 8 issues will also receive a **FREE AD ALLOWANCE**, see Terms & Conditions for details.

Please note: This discount does not apply to inserts.

Newsletter Advertising Space

| Ad Size | Width x Height (inches) | Black & White | Colour | x | # of issues | = | Amount |
|-------------------|-------------------------|---------------|----------|---|-------------|---|--------|
| Business card | 3.0 x 1.75 | \$88.00 | \$140.00 | x | | = | |
| Quarter page | 3.0 x 3.725 | \$155.00 | \$250.00 | x | | = | |
| Vertical ½ page | 3.0 x 7.5 | \$220.00 | \$420.00 | x | | = | |
| Horizontal ½ page | 6.2 x 3.725 | \$220.00 | \$420.00 | x | | = | |
| Full page | 6.2 x 7.6 | \$360.00 | \$605.00 | x | | = | |

Other Advertising Opportunities

| | | | |
|---|------------------|---|--|
| For Corporate Members Only: (see above*) Less Corporate Discount | _____% | = | |
| (See explanation in Terms & Conditions) Less FREE AD Allowance | | = | |
| | Sub Total | = | |
| <u>Advertising Insert:</u> All ad material must be pre-printed & be no larger than 5.5" wide x 8.5" high. | \$440.00 | = | |

TOTAL AMOUNT DUE =

Advertising Deadlines & Mailing Dates

| Issue | Ad Deadline | Mail Out Date | Issue | Ad Deadline | Mail Out Date |
|---------|--------------------|-----------------|----------|-------------------|----------------|
| Feb/Mar | Dec 18/09 | Feb 1 - 3 | July | May 28/10 | July 5 - 7 |
| April | Feb 19/10 | Mar 29 - 31 | Aug/Sept | June 25/10 | Aug 3 - 5 |
| May | Mar 26/10 | May 3 - 5 | Oct/Nov | Aug 20/10 | Sept 27 - 29 |
| June | April 23/10 | May 31 - June 2 | Dec/Jan | Oct 22/10 | Nov 29 - Dec 1 |

Terms & Conditions

THE SOCIETY WILL NOT ALTER ARTWORK, TEXT OR SIZE OF AD.

- Graphics must be in high resolution (at least 300 dpi) JPEG, TIF, PDF, EPS or Adobe Illustrator in CMYK format for best print output.
- Fonts used in PDF files must be embedded or converted to curves in EPS or Illustrator files.
- Send files by email to Connie Dye @ connie@calhort.org

PLEASE NOTE:

- All Advertisements are published along with the understanding that the advertiser and/or agency assume the liability for content of advertising matter including text, representation and illustrations.
- All advertisements must be acceptable to the publisher in content and design, at the publisher's sole discretion, the publisher reserves the right to reject advertising that is not related to the gardening business or has simulating editorial content or place the words "paid advertisement" with copy.
- Ad space is limited, ads are placed on a first come, first serve basis.
- In the event of failure to supply advertising material before the closing date; on closing date of advertising contract, the publisher reserves the right to repeat advertising material.
- Cancellation: Once the Ad contract is signed, no refunds or credits will be issued if the contract is cancelled.
- **Corporate Members will qualify to receive a FREE AD Allowance** when advertising in all 8 issues. **FREE AD** refers to 1(one) business card size (b/w or color). For all other ad sizes, the maximum free ad allowance of \$140.00 is applied.
- Payment is due within 30 days from invoice date. Cheques, cash, VISA and MasterCard are accepted.

AGREEMENT: Accepted by business representative:

Signature

Date

Payment Options:

Bill Monthly (send invoice)
MasterCard

Charge Balance to my credit card: Visa

Credit Card #: _____

Signature (must be signed)

Cheque Enclosed for Balance

Please make cheques payable to: Calgary Horticultural Society

Please fax or mail your completed form to:

Mail

Calgary Horticultural Society
208 – 50th Ave., S.W.
Calgary, AB T2S 2S1

Fax

403-287-6986

If you have any questions, please call our office at 403-287-3469 ext 223 or email: connie@calhort.org

Office Use Only:

Date Received: _____

of Ads Booked: _____

Corporate Member: Yes No

Discounter: Yes No