

CALGARY  
HORTICULTURAL  
SOCIETY

## 2012 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: <b>Yes</b> <b>No</b> (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. This discount does not apply to inserts. Visit [www.calhort.org](http://www.calhort.org) for membership info.


### Advertising Deadlines & Mailing Dates

| Issue   | Ad Deadline        | Mail Out Date | Issue    | Ad Deadline       | Mail Out Date |
|---------|--------------------|---------------|----------|-------------------|---------------|
| Feb/Mar | <b>Dec 14/11</b>   | Feb 03/12     | July     | <b>May 23/12</b>  | July 06/12    |
| April   | <b>Feb 15/12</b>   | Mar 30/12     | Aug/Sept | <b>June 20/12</b> | Aug 03/12     |
| May     | <b>Mar 21/12</b>   | May 04/12     | Oct/Nov  | <b>Aug 15/12</b>  | Sept 28/12    |
| June    | <b>April 18/12</b> | June 01/12    | Dec/Jan  | <b>Oct 17/12</b>  | Nov 30/12     |

|   |        | Feb/<br>Mar | Apr | May | June | July | Aug/<br>Sept | Oct/<br>Nov | Dec/<br>Jan | Total No.<br>Ads | Per Ad   | Total |
|---|--------|-------------|-----|-----|------|------|--------------|-------------|-------------|------------------|----------|-------|
| <b>Business Card</b><br>(3.0 w x 1.75 h)                                  | B/W    |             |     |     |      |      |              |             |             |                  | X 88.00  |       |
|   | Colour |             |     |     |      |      |              |             |             |                  | X 140.00 |       |
| <b>Quarter Page</b><br>(3.0 w x 3.725 h)                                  | B/W    |             |     |     |      |      |              |             |             |                  | X 155.00 |       |
|   | Colour |             |     |     |      |      |              |             |             |                  | X 250.00 |       |
| <b>Vertical Half Page</b><br>(3.0 w x 7.5 h)                              | B/W    |             |     |     |      |      |              |             |             |                  | X 220.00 |       |
|   | Colour |             |     |     |      |      |              |             |             |                  | X 420.00 |       |
| <b>Horizontal Half Page</b><br>(6.2 w x 3.725 h)                          | B/W    |             |     |     |      |      |              |             |             |                  | X 220.00 |       |
|   | Colour |             |     |     |      |      |              |             |             |                  | X 420.00 |       |
| <b>Full Page</b><br>(6.2 w x 7.6 h)                                       | B/W    |             |     |     |      |      |              |             |             |                  | X 360.00 |       |
|   | Colour |             |     |     |      |      |              |             |             |                  | X 605.00 |       |
| <b>For Corporate Members Only (see above*) LESS CORPORATE DISCOUNT</b>    |        |             |     |     |      |      |              |             |             |                  |          | %     |
| <b>(See explanation in Terms &amp; Conditions) LESS FREE AD ALLOWANCE</b> |        |             |     |     |      |      |              |             |             |                  |          |       |
| <b>Preprinted Insert</b><br>(Maximum 5.5 w x 8.5 h)                       |        |             |     |     |      |      |              |             |             |                  | X 440.00 |       |
| <b>TOTAL AMOUNT DUE =</b>   |        |             |     |     |      |      |              |             |             |                  |          |       |

## 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 **Luana Wettlaufer** @ [luana@calhort.org](mailto:luana@calhort.org) 

### GRAPHIC DESIGN SERVICE

- The Society is able to provide graphic design service for updates or new designs. Please ask Luana for details.

### 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 (Please Circle):

Bill Monthly (send invoice)

Charge Balance to my credit card:      Visa  
   MasterCard

Credit Card #: \_\_\_\_\_

Exp: \_\_\_\_\_ / \_\_\_\_\_

Signature (must be signed for cc) \_\_\_\_\_

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 – 50<sup>th</sup> Ave., S.W.  
Calgary, AB T2S 2S1

#### Fax

403-287-6986

If you have any questions, please call our office at 403-287-3469 or email: [office@calhort.org](mailto:office@calhort.org)

### Office Use Only:

Date Received: \_\_\_\_\_

# of Ads Booked: \_\_\_\_\_

**Corporate Member:**      Yes      No

**Discounter:**      Yes      No