



The premier information source for people 50 and better!

Advertising/Insertion Contract

New Existing Renewal

Bill to

Advertiser (identify)

Company _____

Firm/Agency _____

Attention _____

Contact _____

Address _____

Address _____

City _____ State _____

City _____ State _____

Zip _____

Zip _____

Phone _____

Phone _____

Fax _____

Fax _____

Website _____

Website _____

Email _____

Email _____

Contract for ad Size _____ for _____ consecutive issues starting _____
 Insert Order for _____ for _____ issue(s)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

AD Size: _____ Placement Request: _____

AD Copy: Client to provide In house Other _____

Costs: _____ + (Web) _____ + (additional charges) \$ _____ = total ad cost \$ _____

Contract Term Rate: \$ _____ Multiple Edition Discount Rate: \$ _____ Tear sheets Full Copies

Payment Method Cash Check # _____ Trade Invoice Credit Card

Name on Credit Card _____ Visa M/C Discover American Express

CC # _____ 3 digitals on back _____ Expires ____/____

Signature _____

Additional Information: _____

Advertising in Edition(s) _____

Sales Rep: _____ Date: _____

Column Sizes:

1 column = 1.625" 2 column = 3.375" 3 column = 5.125"

4 column = 6.875" 5 column = 8.625" FULL PAGE: 10" x 11"

Attention: All Ads should include all elements of ad (tiffs, eps, fonts, etc.) or saved as a PDF. Ads and articles **MUST** be in by the 15th of the preceding month, failure to do so may cause your ad or article to not be placed for that month and still accrue the charges. Please send all ads (Full Color) and articles (Word Doc) to ads@simplyseniorsnews.com

Our staff can build you a beautiful ad! (Free to all 12 month contracts.) There will be an additional charge for creating new ads or ads that must be rebuilt. Full-Color = \$375.00

Guaranteed placements & right-side read are subject to additional charges

RATES (listed below are monthly)
All rates are for FULL COLOR!

Size:	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>12 times</u>
1/4 pg (3 col x 5.5)	\$700.00 ea	\$600.00 ea	\$525.00 ea	\$450.00 ea
1/3 pg (6 col x 3.65) or (2 col x 11")	\$900.00 ea	\$750.00 ea	\$700.00 ea	\$575.00 ea
1/2 pg (6 col x 5.5) or (3 col x 11")	\$1000.00 ea	\$950.00 ea	\$800.00 ea	\$750.00 ea
Full Page (6 col x 11") 10x11"	\$1300.00 ea	\$1150.00 ea	\$1100.00 ea	\$1000.00 ea

Rates effective 1 Oct 2008

Conditions: All advertising orders accepted, are subject to the terms, provisions and rates on above rate card and require signatures on a *Simply Seniors* sales contract. The forwarding of an order by advertiser or advertiser's authorized representative is construed as an acceptance of all rates and conditions under which advertising is sold at the time.

Payments & Cancellation Policies: All *invoices are due and payable* upon receipt. Credit cards will be Billed Automatically on the 15th of each preceding month. Payment in advance of publications is required of all first time advertisers for at least the first three (3) months. Credit may then be extended upon approval through publisher (Action Marketing LLC). A **2.0% monthly late charge (24%APR) applies after 30 days of invoice date**. Advertiser will be responsible for all collection or attorney fees on delinquent accounts.

The advertiser has the right to cancel at any time with a thirty- (30) days written notice prior to publishing with no penalty, however the discount rates will be modified to closest term price if cancelled earlier than signed contract price.

Terms: All contracts are automatically renewed at end of term until written notice is received. All rates are based on consecutive month schedules. Frequency discounts are granted **only** to contract advertisers and are in no case retroactive. Publisher reserves the right to reject any ad or agreement.

I agree to terms and conditions:

Print Name: _____

Position/ title _____

Signature: _____

Fax completed form to:

Action Marketing

1-866-877-6930

Attention: **Simply Seniors**

Website Link: _____