



# Advertising Contract

2019-2020

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_ Social Media Handle(s) \_\_\_\_\_

### Options and Rates

The CRIER is published on a biannual basis. Advertisers who purchase a full year of advertising receive a 50% discount on their second advertisement. Full year advertisers must provide contract and full payment at the time of the first publication.

Please select one of the options below by checking the box provided.

Advertisement Size	Approximate Dimensions	Single Issue	Full Year
Full page with a special placement	8 1/2" x 11"	\$500 <input type="checkbox"/>	\$750 <input type="checkbox"/>
Full page	8 1/2" x 11"	\$375 <input type="checkbox"/>	\$560 <input type="checkbox"/>
1/2 Page horizontal or vertical	7 1/4" x 4 1/2"	\$175 <input type="checkbox"/>	\$260 <input type="checkbox"/>
1/4 Page horizontal or vertical	4 3/4" x 3 1/2"	\$100 <input type="checkbox"/>	\$150 <input type="checkbox"/>
1/8 Page (business card)	2 1/4" x 3"	\$50 <input type="checkbox"/>	\$75 <input type="checkbox"/>

### Acknowledgment

The undersigned represents and warrants that such person is duly authorized to enter into this agreement on behalf of the advertiser. Advertiser hereby acknowledges and agrees as follows:

- Submission of each ad is the responsibility of the advertiser. No ads will be returned to the advertiser unless specifically requested by advertiser at time of submission.
- Advertiser is obligated to pay all sums hereunder. All sums paid by advertiser to the JLC shall be nonrefundable. Advertiser shall be billed upon digital publication of each issue of *The CRIER* unless advertiser had indicated herein that it will prepay all sums due. Prepayments shall be submitted with contract.
- If the JLC does not receive such payment, advertiser shall be obligated to pay the full-undiscounted amount. Advertisements in *The CRIER* are subject to the review and approval of the JLC, which approval may be withheld in the JLC's sole discretion.
- Advertisements submitted by advertiser shall not contain any matter that is obscene or libelous or that violates any person's right of privacy, infringe any common law or statutory copyrights or otherwise be contrary to law, and shall be accepted and published by the JLC in reliance upon the same.
- Advertiser shall indemnify and hold harmless the JLC from and against any loss, expense or other liability (including without limitation attorneys' fees and costs) resulting from any claims or suits for libel, violation of privacy rights, plagiarism, copyright infringement or any other claims that arise out of the publication of any advertisement of the advertiser. The JLC assumes no liability for errors in the advertisement or changes to *The CRIER* publication schedule or placement of advertisements.

### Deadlines

Fall Issue and Full Year advertisers must provide their ad to the Advertising & Sales Coordinator no later than Sunday, October 13, 2019. Spring Issue advertisers must provide their ad to the Advertising & Sales Coordinator no later than Sunday, March 8, 2020.

### Rates & Payment

Rates shall be payable to The Junior League of Charlotte, Inc. via check and mailed to the JLC Building, calling the attention of The CRIER. Payment of amounts not prepaid is due within 30 days of invoice date. 1.5% per month finance charge shall be applied to balances not paid within 30 days of invoice date. Advertiser also shall pay the JLC's costs, including without limitation reasonable attorneys' fees, incurred in collecting balances not paid within 30 days of invoice date.

### Advertisement Formatting

All ads submitted must be camera ready or in digital format 4-color or grayscale, flattened digital file, PDF, EPS, or TIF file and at least 300 dpi (any less and the quality of your ad will suffer). There will be an extra cost if the ad is not in the appropriate format.

Print Name \_\_\_\_\_

Print Business Name (if applicable) \_\_\_\_\_

Advertiser Signature \_\_\_\_\_

Date \_\_\_\_\_