

Arlingtonian Ad Contract

2011-2012





The undersigned business hereby agrees to purchase the specified amount of advertising space in the Arlingtonian newsmagazine in each of the issues herein. The sizes and prices are listed below. An advertisement can be designed by the Arlingtonian graphics staff in cooperation with the advertiser; however, camera-ready art is preferred. Digital files can be e-mailed to arlingtonians@yahoo.com; they should be formatted as either pdf, tif, or jpg files and be 300 ppi (NOT 72 ppi).

Business _____ Date _____
 Contact Person _____
 Address _____ Zip Code _____
 Billing Address _____
 Phone _____ Fax _____
 E-mail _____@_____.com

Account Summary

Ad Rate _____
 % Discount _____
 Total (per insertion) _____
 # of Insertions _____
 SUM TOTAL (over length of contract) _____
 Balance Paid _____
 Balance Due _____
 NO CASH ACCEPTED
 PLEASE PAY BY CHECK

Advertising Rates

Ad Size	Full Color	Dimensions
 Full Page	\$280	7-1/4" x 9-5/8"
 3/4 Page	\$210	7-1/4" x 7-1/4"
 1/2 Page	\$150	(H) 7-1/4" x 4-3/4" (V) 3-1/2" x 9-5/8"
 1/4 Page	\$80	(H) 7-1/4" x 2-1/4" (V) 3-1/2" x 4-3/4"
Web		

Discount Rates

- No Discount (1-3 insertions)
- 10% Series Discount (4-7 insertions)
- 15% Full Year Discount (8+ insertions)

Layout Information

Ad graphic(s) provided: YES / NO *(explain below)*

Ad copy provided YES / NO *(explain below)*

2011-12 Issue Dates

- Issue 1, Aug. 24
- Issue 2, Sept. 30
- Issue 3, Oct. 28
- Issue 4, Dec. 2
- Issue 5, Jan. 27
- Issue 6, Feb. 24
- Issue 7, March 30
- Supp, March 30
- Issue 8, May 4
- Issue 9, May 31

Ads Deadlines

- Aug. 11
- Sept. 9
- Sept. 30
- Oct. 28
- Jan. 3
- Feb. 3
- March 2
- March 2
- April 9
- May 4

Owner/Mgr. Signature _____ Account Rep. (Student's) Initials _____

If you have any questions or problems, please contact your Account Representative:
 1650 Ridgeview Rd. • Upper Arlington, Ohio 43221 • Phone 487-5200 • Fax 487-5221 • www.arlingtonian.com

Separate form as follows: White-Customer • Yellow-Advertising Editor • Pink-Business Manager • Gold-Account Rep. (Student)