

Twenty-First Edition
ROCKFORD
2024/2025 *Living* Magazine

ADVERTISING SPACE RESERVATION AGREEMENT

Business Name: _____

Contact Name: _____

Address: _____ City: _____ Michigan, Zip: _____

Phone #: _____ Fax #: _____ Email: _____

ADVERTISING POSITIONS AND RATES (indicate selection)

- Back Cover \$4,575
- Inside Back Cover \$3,375
- Inside Front Cover \$3,795
- Right, Facing Inside Front Cover \$3,795
- Full Page, Facing Table of Contents \$3,795
- Full Page, Special Prime Position _____ \$3,795
- Full Page (ROP) \$2,995
- Half Page (ROP) 4-3/4"H x 7-5/8"W \$1,550
- 1/4 Page (ROP) 4-3/4"H x 3-3/4"W \$785

RESERVATION DEADLINE: April 12, 2024

MATERIALS DUE: April 30, 2024

TERMS: Payment due in full by June 24, 2024. Late payments subject to 18% interest after 30 days of due date.

DISCOUNTS: A 5% discount allowed if payment is received in full by March 15, 2024 or within 10 days of invoice date.

TOTAL AMOUNT: _____

ADVERTISING MATERIALS SPECIFICATIONS:

- Advertising artwork supplied by client. (Or created by Rockford Advertising for an additional fee. Quoted upon request.)
- All advertisements are four-color-process. All full page advertisements are full-bleed.
- **Publication Trim Size:** 8-1/2" x 10-3/4" (8.5" x 10.75")
- **Bleed:** Add 1/4" (0.25") all around. Keep critical copy in 1/2" from trim edge.

ELECTRONIC FILES:

Rockford Living Magazine is a "computer-to-plate" publication. Electronic files required for all advertisements. Artwork should be submitted as a "Press Quality PDF" file. All photos must be 300 dpi resolution at 100% of size used in ad, CMYK mode. All fonts must be Postscript or converted to outlines. Electronic files should be submitted as an email attachment or a link to the source. Submit email attachments of PDF artwork to: rpulver@rockfordadvertising.com

ACCEPTANCE OF AGREEMENT:

Signature below indicates that client has read and accepted the above order, terms, conditions, billing and discount policies as stated in this agreement. Any changes must be in writing and accepted by Rockford Advertising.

Name (print): _____ Date: _____

Signature: _____ Title: _____