

*Fifteenth Edition*  
**ROCKFORD**  
2018/2019 *Living* Magazine

**ADVERTISING SPACE RESERVATION AGREEMENT**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Michigan, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ Email: \_\_\_\_\_

**ADVERTISING POSITIONS AND RATES** (indicate selection)

<input type="checkbox"/> Back Cover	\$3,675
<input type="checkbox"/> Inside Back Cover	\$2,995
<input type="checkbox"/> Inside Front Cover	\$3,375
<input type="checkbox"/> Right, Facing Inside Front Cover	\$3,375
<input type="checkbox"/> Full Page, Facing Table of Contents	\$3,375
<input type="checkbox"/> Full Page, Special Prime Position	\$3,375
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<input type="checkbox"/> Full Page (ROP)	\$2,625
<input type="checkbox"/> Half Page (ROP) 4-3/4"H x 7-5/8"W	\$1,350
<input type="checkbox"/> 1/4 Page (ROP) 4-3/4"H x 3-3/4"W	\$685

**RESERVATION DEADLINE:** April 7, 2018

**MATERIALS DUE:** April 27, 2018

**TERMS:** Payment due in full by June 30, 2018. 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 16, 2018 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"
- **Bleed:** Add 1/8" 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 on CD or as email attachment. Submit email attachments of PDF artwork to: [rpulver@rockfordadvertising.com](mailto: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: \_\_\_\_\_