

Seventeenth Edition
ROCKFORD
2020/2021 *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
<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 3, 2020

MATERIALS DUE: May 1, 2020

TERMS: Payment due in full by June 20, 2020. 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 14, 2020 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: _____