

# Print Media Advertising Contract



Company: ("Advertiser"): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip (+ 4) \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

The **Forum for Business Monthly** is circulated to more than 5,000 of Lakeland's business leaders and decision makers. Advertising is available in two forms through the **Forum for Business Monthly**: copy within the magazine and inserts called "Member-to-Member Direct".

Copy Size	Black + PMS 3435	Black + PMS 3435	Black/White	Black/White
	1-3 months/year	4-12 months/year	1-3 months/year	4-12 months/year
Half Page	\$575/month	\$370/month	\$400/month	\$280/month
2/3 Page	\$600/month	\$530/month	\$445/month	\$370/month
1/3 Page	\$400/month	\$370/month	\$280/month	\$240/month
1/6 Page	N/A	N/A	\$210/month	\$165/month

- Advertising space reservations and completed, electronic ads must be delivered by the first of the month prior to publication month. *Ad placement is based upon availability of space.*
- Digital art files are required (CD or E-mail) along with a high resolution PDF or laser proof.
- Ads must be created in one of the following programs: CS or CS2, Photoshop (grayscale or duotone only), Illustrator 9.0 (with all fonts, or .eps with outlined fonts), or PDF with no duotones or gradients. Use only 2 spot colors: Black and Pantone 3435 Green.

Member-to-Member Direct		Specifications
Advertiser provides 5,000 copies	\$450/month	<i>Postal regulations require that the following specifications are met: 8.5" x 11", 60/24 or 50/20 sub weight</i>

- Advertising space reservations and completed flyers must be delivered by the first of the month prior to publication month. *Ad placement is based upon availability of space.*
- A \$50 flat copy charge will be assessed for any inserts that run short of the month's print total.

Indicate requested advertisement (copy or insert) by circling above.

## Placement

- |  |   |
|--|---|
| <input type="checkbox"/> January 2008  | <input type="checkbox"/> July 2008      |
| <input type="checkbox"/> February 2008 | <input type="checkbox"/> August 2008    |
| <input type="checkbox"/> March 2008    | <input type="checkbox"/> September 2008 |
| <input type="checkbox"/> April 2008    | <input type="checkbox"/> October 2008   |
| <input type="checkbox"/> May 2008      | <input type="checkbox"/> November 2008  |
| <input type="checkbox"/> June 2008     | <input type="checkbox"/> December 2008  |

## Total Advertising Fees:

<input type="checkbox"/> Bill Monthly	<input type="checkbox"/> Bill Annually	
2008 Ad Space Cost	\$ _____	
Guaranteed Position (add 10%)	\$ _____	
<b>TOTAL ANNUAL AD COST</b>	<b>\$ _____</b>	
<input type="checkbox"/> Cash	<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card
Credit Card #:	_____	
Expiration Date:	_____	

**Contract continued on reverse...**

Lakeland Area Chamber of Commerce  
PO Box 3607  
Lakeland, FL 33802-3607  
Fax: 863/683-7454

**Questions? Call Amy Wiggins- 863/688-8551 Ext. 229 or E-mail [awiggins@lakelandchamber.com](mailto:awiggins@lakelandchamber.com)**



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## Sample Copy Ad Sizes:

<p><b>Half-Page Vertical</b></p> <p>5 1/4" x 8"</p>	<p><b>Half-Page Horizontal</b></p> <p>8" x 5"</p>	<p><b>2/3 Page Vertical ONLY</b></p> <p>5 1/4" x 10 1/2"</p>	<p><b>1/3 Page Vertical</b></p> <p>2 1/2" x 10"</p>	<p><b>1/3 Page Horizontal</b></p> <p>5 1/4" x 5"</p>	<p><b>1/6 Page Vertical</b></p> <p>2 1/2" x 5"</p>	<p><b>1/6 Page Horizontal</b></p> <p>5 1/4" x 2 1/2"</p>
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Advertiser acknowledges that this is a binding contract with Lakeland Area Chamber of Commerce, Inc. (the "Chamber") which shall be effective as of the date set forth below and shall continue through the end of the month of the last ad placement date checked on the first page of this Advertising Contract. Advertiser agrees to pay the Chamber the Total Advertising Fees set forth above. Payment is to be SUBMITTED WITH THIS CONTRACT IN ADVANCE OF THE PUBLICATION DATE, unless credit of Advertiser has been approved by the Chamber. If the Advertiser's credit is approved, the Advertiser will be billed the amount set forth above in monthly installments, in which case payment for advertising IS DUE ON OR BEFORE THE LAST DAY OF THE MONTH FOLLOWING THAT IN WHICH THE ADVERTISING WAS PUBLISHED; (provided, however, Advertiser acknowledges that in the event of monthly billing the Total Advertising Fees are considered due and payable in full as of the date of this contract and monthly billing is provided only as an accommodation to Advertiser.) Any sums not paid when due shall accrue interest at the rate of 18% per annum. Cancellations are not accepted and copy corrections cannot be guaranteed after the deadline date. Previous copy will be repeated if change is not received by the deadline date. The Chamber reserves the right to change the publication schedule without prior notice. All advertising matters shall be subject to approval by the Chamber prior to consent for advertising space. The Chamber reserves the right to refuse copy at its sole discretion. The Chamber does not guarantee ad placement/location. No political advertising of any kind is accepted. This contract shall be deemed accepted by the Chamber unless rejected/cancelled in writing within 10 business days of the press run. The Chamber's liability for error in or omission of advertisement shall be limited to refunding unearned charges already collected; under no circumstances will the Chamber be liable for any consequential or other damages resulting from error or omission. Advertiser represents the Chamber is authorized to publish the contents and subject matter of the advertisements covered by this contract, and that Advertiser possesses all necessary releases, consents, licenses, copyrights or trademarks regarding the content of the ad. Advertiser agrees to indemnify the Chamber against any loss of expense resulting from any claims, actions or proceedings based on the contents or subject of such advertisements submitted, printed, and published. The Chamber reserves the right to terminate this contract at any time upon default by Advertiser in the payment of bills or in the event of any other substantial breach of this contract by Advertiser. Upon such termination, all charges payable under this contract shall become immediately due and payable. This contract shall be governed by, and construed and enforced, under the laws of the State of Florida and venue of any legal proceedings shall be in Polk County, Florida. If any legal action or other proceeding, is brought for the enforcement of, or a dispute, breach, default or misrepresentation in connection with any provision of this contract, the successful or prevailing party shall be entitled to recover reasonable attorney's fees, court costs, and other reasonable expenses incurred in connection with maintaining or defending such action or proceeding, as the case might be, in addition to any other relief to which such party may be entitled. The chamber will not be bound by any promises or agreements not contained herein, nor shall any such agreements relieve Advertiser or its agents (if any) of their obligation herein. This contract must be signed by all print media advertisers. Please make checks payable to the Lakeland Area Chamber of Commerce.

## Required Signatures:

Authorized Company Representative	Volunteer	Campaign Director
Printed Name	Printed Name	
Title	Company	
Date Signed	Date Signed	Date Recorded/Week No.

## Return this contract to:

Lakeland Area Chamber of Commerce  
 PO Box 3607  
 Lakeland, FL 33802-3607  
 Fax: 863/683-7454



Inv No./Date \_\_\_\_\_

Confirmation \_\_\_\_\_

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