

# Advertising Contract

January 1, 2008

The undersigned ("Advertiser") agrees to advertise in **UPPER ST. CLAIR TODAY**, published in March, May, August, and November of each year. Under this contract, Advertiser's ad will run in the following issues (check all that apply):

- \_\_\_\_\_ (month/year) ad size of \_\_\_\_\_ for a flat fee of \_\_\_\_\_ or \_\_\_\_\_ (special \_\_\_\_ x rate) per issue
- \_\_\_\_\_ (month/year) ad size of \_\_\_\_\_ for a flat fee of \_\_\_\_\_ or \_\_\_\_\_ (special \_\_\_\_ x rate) per issue
- \_\_\_\_\_ (month/year) ad size of \_\_\_\_\_ for a flat fee of \_\_\_\_\_ or \_\_\_\_\_ (special \_\_\_\_ x rate) per issue
- \_\_\_\_\_ (month/year) ad size of \_\_\_\_\_ for a flat fee of \_\_\_\_\_ or \_\_\_\_\_ (special \_\_\_\_ x rate) per issue

Magazine advertising rate changes apply immediately to all contracts. Increases are discounted 50 percent to holders of 4x or 8x contracts. The special 2x, 3x, 4x, and 8X rate applies when Advertiser pays for all advertisements covered by this Contract over a two-year period prior to the "Payment Due Date" (defined below) required for each insertion. In addition, with the exception of Specialty Page, Front Cover, Centerfold, Insert, or Classified ads, Advertiser will be eligible for a 10% fee reduction if ad is 100% digitally-processed **OR** is an exact duplicate of a previously submitted ad. To receive the discount, digital ad copy must be scaled to correct size to the space purchased by Advertiser, all requirements of the magazine's "electronic ad checklist" must be satisfied, a signed electronic ad checklist form must be on file, and all text, fonts, illustrations, and photos must be correctly formatted and furnished on authorized disk media, sent via e-mail or FTP site as per the magazine printer's specifications on or before the deadline (date of "New or Revised Ad Info Due" shown below).

Advertiser understands that the cost of one hour of artist time in creating a new ad or the revising a previously submitted ad will be included in the price of the advertising. Additional time will be billed at a cost (~ \$110/hour). Advertiser further agrees to receiving up to two art work proofs for no charge, after which a fee of \$50 per pair of proofs will be assessed. Cover sponsors and first-time advertisers agree to pay a 50% deposit of the ad rate on or before the ad proof approval date (below). Furthermore, Advertiser agrees to pay for photography, illustrations or color scans performed by **UPPER ST. CLAIR TODAY**, as well as any corrections made to advertisement after signed approval of ad; such work will be billed to Advertiser at cost.

Advertiser agrees to pay the highest fee for all issues covered by this contract if any payment is sent after Payment Date or upon advertiser's cancellation of this agreement. In addition, the unpaid balance of every statement is subject to a 1.0% late payment fee if not paid within thirty days. \_\_\_\_\_ ✓ (PLEASE INITIAL) Cancellations must be received in writing and will not be accepted after the "Cancellations" date (see below) of issue in which ad is to appear. To assure publication and all discounted fees, payment of the Advertising Fee **must** be made by Advertiser no later than the Payment Due Date as follows:

Issue	Advertising Space Reservations	New or Revised Ad Info Due	Ad Proof Approvals or Cancellations	Payment Due Date
<b>Spring</b>	First Business Day of Jan.	January 5	January 15	<b>April 7</b>
<b>Summer</b>	First Business Day of March	March 5	March 15	<b>June 7</b>
<b>Fall</b>	First Business Day of June	June 5	June 15	<b>September 7</b>
<b>Winter</b>	First Business Day of Sept.	September 5	September 15	<b>December 7</b>

Advertiser acknowledges receipt of and agrees to comply with all policies and requirements set forth in the **UPPER ST. CLAIR TODAY** Magazine Advertising Rate Schedule.

**UPPER ST. CLAIR TODAY** is published in partnership by the Township and School District of Upper St. Clair. Advertiser agrees that the publishers have the right to reject advertising:

1. If the editors determine that the advertising is inconsistent with their understanding of the community's objectives, values, or image or the aesthetic standards of **UPPER ST. CLAIR TODAY**.
2. If advertiser fails to meet deadlines for space reservation, ad revisions, new advertising, or ad approvals (see box above).
3. For any other reason or for no reason.

Advertising space is sold on a "first-come first-serve" basis. Publisher reserves the right to defer ad to future issue if deadlines are not met. Further, **UPPER ST. CLAIR TODAY** reserves the right to delay, suspend, or terminate publication at any time. Advertiser releases **UPPER ST. CLAIR TODAY** and both Upper St. Clair Township and School District from any and all loss, liability, or expense occasioned by Advertiser by reason of a) any failure to publish advertising pursuant to this Contract or b) failure to return ad media (original art work, disks, film). In such event the advertising is not affected, the Advertising Charge (or the prorated portion thereof) will be refunded.

The above contract provisions are agreed to this \_\_\_\_\_ day of \_\_\_\_\_ (month), \_\_\_\_\_ (year). ✓

Company (Advertiser) \_\_\_\_\_ Contact (signed) \_\_\_\_\_ ✓

Building/Suite/Dept. \_\_\_\_\_ Contact (printed) \_\_\_\_\_

Address and City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**UPPER ST. CLAIR TODAY** (412-833-1600 x2284 Fax 412- 851-2592) Sales Representative \_\_\_\_\_

Sales Representative's E-Mail \_\_\_\_\_