

## CONTRACT FOR ADVERTISING

This CONTRACT FOR ADVERTISING ("Contract") is entered into between \_\_\_\_\_ (hereinafter referred to as "Advertiser"), of (city, state) \_\_\_\_\_ and Silk Painters International, a.k.a. "SPIN" (hereinafter referred to as "Publisher"), located in Eastpoint, Florida. This Contract for an advertising order is made and accepted according to the specifications, terms and conditions set forth below and as well as those set forth in Attachment A and Attachment B attached hereto and is effective on the Date executed by SPIN.†

Advertiser Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_ Street \_\_\_\_\_  
Address \_\_\_\_\_ City, State, \_\_\_\_\_  
Zip \_\_\_\_\_ Business Phone \_\_\_\_\_  
Business Fax \_\_\_\_\_  
Email \_\_\_\_\_

### Refer to "Attachment A" for applicable space rates:

Magazine is published Quarterly. Contact editor@silkpainters.org for closing dates.

Indicate Color Full Color

Specify Advertisement Size and Dimensions \_\_\_\_\_ **All**

**changes of advertisement size, color, copy, artwork, etc., is due by the Closing Date.**

Material for design and production of advertisement by Silkworm, to be submitted by Closing Date Digital file enclosed

Digital file to be supplied by the deadline

Repeat advertisement from \_\_\_\_\_ issue of Silkworm (with no changes)

THIS CONTRACT has been executed by the parties hereto on the dates set forth below:

Dated: \_\_\_\_\_

Dated: \_\_\_\_\_

BY: \_\_\_\_\_ . Publisher By: \_\_\_\_\_ SILKWORM

MAGAZINE for

Silk Painters International, (SPIN)

BY: \_\_\_\_\_, Advertiser Authorized Signature

\_\_\_\_\_ Print Name

†As a non-profit we cannot take advertising from the following industries: travel, insurance or financial institutions.

## ATTACHMENT A

### Rate Card for advertising in quarterly magazine

Print Advertising Rates 2019					
4-color Display Ads	Ad Size	1 X Rate	2 X rate	4 X Rate	
Full Page	7.5" x 9.75"	\$150	\$138	\$120	
1/2 page vertical	3.60" x 9.75"	90	78	72	
1/2 page horizontal	7.50 x 4.75"	90	78	72	
1/4 page	3.60 x 4.75 "	48	42	36	

### Specifications:

#### Print

### ATTACHMENT B

- Please submit your finished ad as a jpeg, gif or png file.
  - Use CMYK color formatting and 300 dpi.
  - Ads must be sized according to the specs on this page. Incorrectly sized ads will be returned for correction.
  - Please make your original document size the exact size of the finished ad.  
**Inserts:** Quotes for printing and binding inserts can be obtained from the publisher. All inserts must have the publisher's approval.
- #### Digital
- Please submit your finished ad as a jpeg, gif or png file. Animated ads must be in gif format.

- Use your image editor's Save for Web & Devices (Photoshop) or Optimize (various programs) feature to choose a resolution setting that reduces the image's file size to less than 100 KB without noticeably reducing image quality.
- Flatten all of your image's layers. Layering should not be used.
- No Flash or CMYK color formatting.

#### **PAYMENT AND DISCOUNTS**

Payment is due within 30 days from the date of the original invoice. We reserve the right to discontinue running ads if an account becomes past due. Prepayment is required of advertisers who do not have an established account with SPIN. There is a 10% discount for paid members of SPIN in good standing. Make checks payable to Silk Painters International and send to: SPIN, P.O. Box 1074, Eastpoint, FL 32328.

#### **TERMS AND CONDITIONS**

Rates, conditions, and space units are subject to change without notice. The publisher reserves the right to cancel the contract upon default of payment or breach of any provision herein, and all unpaid charges shall become immediately payable. The publisher reserves the right to reject or cancel any advertising which in the opinion of the publisher does not conform to the standards of the publication. Advertisers may not cancel orders for, or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate and/or position protection for the remainder.

The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or trademark. Advertising which simulates editorial must carry the words "PAID ADVERTISEMENT" at the top.