

DEADLINE EXTENDED TO SEPT. 15th

The Southwest Virginia Bridal Guide

ADVERTISING AGREEMENT

2008/2009 Edition - Volume 16

Company Name _____

(Print Company name exactly as you wish it to appear in the Index)

Address _____

City _____, State _____ Zip Code _____

Phone _____ Fax _____ E-Mail Address _____

Website URL: _____ (for free link to your website)

Company Representative _____ Home Phone _____

Ad Size _____ Vertical __ or Horizontal __ Position _____
[all ads are ROP unless firm position or cover]

Color: __ B&W __ 4-color

Website: __ Host my ad on the Internet

Coupon: __ I'd like to take advantage of the coupon (see reverse side of this document)

Run same ad as last year _____

Run new ad for this year _____ . I will provide digital materials by ~~August 25th~~ September 15th

----- Client Info. & Signature-----

Amount of deposit enclosed \$ _____

Authorized signature _____

Date

FOR OFFICE USE ONLY

----- The Southwest Virginia Bridal Guide -----

(Accepted by The Southwest Virginia Bridal Guide)

Date

For VISA, MasterCard or American Express payments (circle which card)

Name on card: _____

Billing Address: _____

Card Number: _____

Expiration Date: _____

...see reverse side for additional information

ADVERTISING RATES

Double Spread	680.00
One Full Page	455.00
One Half Page	340.00
One Third Page	260.00
One Quarter Page	175.00
Display Block Ad	75.00

POSITION CHARGES (additional)

Inside Front Cover	\$150
Inside Back Cover	\$150
Back Cover	\$200
Firm position-non cover	\$100

COLOR (additional)

Full 4 Color	\$120
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MARKETING EXTRAS

- "Weddings" page photo (~ 2"x 2") with by-line for the photographer. \$40
- Your ad duplicated on our Internet website and hyper-linked to the Bridal Guide index \$45
- "Coupon"- Double sided One Quarter Page - In addition to any regular ad \$95

DIMENSIONS / AD SIZES (in inches)

Double Spread:	10" width x 7 3/4" depth
Full Page:	4 3/4" width x 7 3/4" depth
1/2 Page Vertical:	2 1/4" width x 7 3/4" depth
1/2 Page Horizontal:	4 3/4" width x 3 3/4" depth
1/4 Page Vertical:	2 1/4" width x 3 3/4" depth
1/4 Page Horizontal:	4 3/4" width x 1 7/8" depth
1/3 Page (Horizontal only):	4 3/4" width x 2 1/2" depth
Display Block Ad:	2 1/4" width x 1 1/4" depth

All advertising rates are NET. No coupons to be "clipped" allowed in ads.

Full bleeds available only on front cover, back cover, inside front cover, and inside back cover!

IMPORTANT INFORMATION

Closing date - Ad materials: ~~August 25th~~ **September 15th**
Press Run: 5,000 minimum
Publication Date: October 30th

Closing date - Payment: ~~August 25th~~ **September 30th**
Proofs/Tear sheets: None supplied
Front cover will be selected by advisory board.

PRE-PRESS WORK

Your ad must be received in digital format by August 25th. Allow adequate lead time. If you need lay-out design, graphic art, or digital output (to diskette, Zip disk, or CD ROM), we suggest you contact your ad agency or graphic artist immediately. We will bill for pre-press work if your ad does not meet specifications (see specification sheet).

PAYMENT

A non-refundable deposit of \$75.00 is due with this completed Advertising Agreement. The balance is due by August 25th. **September 15th**

TERMS and CONDITIONS

1. Advertiser agrees to indemnify and hold harmless **The Southwest Virginia Bridal Guide**, its employees, agents, and sub-contractors from and against any loss, expense, claims, damages, causes of action, injuries, suits or damages, suits to person or property, including attorney's fees, arising out of or related to the setup, appearance, wording, or typographical errors in **The Southwest Virginia Bridal Guide**.
2. Advertiser must return this completed agreement along with a \$75 non-refundable deposit to be considered for inclusion in the upcoming issue of **The Southwest Virginia Bridal Guide**. Digital, print-ready materials should be submitted as soon as possible. Final payment is due on or before ~~August 25th~~ **September 30th** Time is of the essence.
3. The Southwest Virginia Bridal Guide reserves the right to reject any ad material which may be objectionable or contrary to our policies. No coupons can be included in ads unless the opposite page space is purchased. This is in fairness to other advertisers who may have their ads destroyed by the clipping of a coupon.
4. **The Southwest Virginia Bridal Guide** assumes no liability for materials submitted for publication. Those participating in placement of advertisements in **The Southwest Virginia Bridal Guide** are by invitation only. All advertisers will hold harmless **The Southwest Virginia Bridal Guide**, its principals and sub-contractors, for any errors or omissions which may occur in printing or publication.
5. Advertisers, employees of advertisers, and all other associates of advertisers acknowledge that all printed forms, advertising materials, logos, service marks, computer files, and other materials used by **The Southwest Virginia Bridal Guide** are the copyrighted, intellectual property of **The Leftwich Corporation** and may not be copied, distributed, or used for any other purpose whatsoever. Advertiser further warrants that he/she will not engage in any competitive activity, including but not limited to, organization, production, publication, or financial interest in bridal guides, brochures, newsletters, booklets, or broadcasts that infringe on the concept and trade area of **The Southwest Virginia Bridal Guide**. The trade area of **The Southwest Virginia Bridal Guide** is considered to be a 200 mile radius from the geographic center of the City of Roanoke, Virginia. Violation of any of these tenets will subject the infringing party to monetary damages and other remedies set forth in the Uniform Commercial Code of the United States.

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