



CONTRACTED AD

This contract is for the ad size specified on this document. You may size your ad up or down and receive the discounted rate if a discount applies; if one is applicable, the contracted discount applies to the new ad size. Advertiser must request and agree to a different size in writing—either by email, which becomes an addendum to the contract, or by advertiser signature on the original contract—and agree to pay the price of the new ad size beginning on the effective insertion date. **It is the advertiser's responsibility to renew the contract once the contract has expired.**

DISCOUNTS:

If the advertiser receives a discount rate for a specified number of ads and does not fulfill the contract agreement for the number of ads to be placed, the advertiser may be responsible for payment equal to the difference of the regular ad rate minus the discount rate that has been applied to all previously placed ads under the contract—for example, a 12-month contract with 7 ads placed: \$172.00 (LEVEL 1) - \$155 (LEVEL 3) = \$17.00 x 7 = \$119.00. Nonpayment of two ads constitutes a breach and may result in cancellation of the contract.

DEADLINES AND CANCELATIONS:

We do not accept ad cancellations after the 7th of the month. If the 7th falls on a weekend or holiday, ads are due the previous BUSINESS DAY at the discretion of the editor. Deadlines for the subsequent publication are published in *The Meadoword*. We reserve the right to adjust ad deadlines to ensure compliance with press deadlines.

BUSINESS CARDS: Business card ads appear only in the BIZ Directory, designed specifically for that purpose. **PLEASE NOTE: Space is limited and available on first-come first-served basis.**

AD SIZE	RATES AT A GLANCE			
	Full-Price LEVEL 1	4 + months LEVEL 2	12+ months LEVEL 3	Addition of COLOR
Vertical—2.375" x 4"	36.00	34.00	32.00	\$25.00
Horizontal—5" x 3"	62.00	59.00	56.00	35.00
Vertical—2.375" x 8"	68.00	65.00	62.00	\$50.00
Horizontal—5" x 4"	86.00	82.00	78.00	\$50.00
Vertical—5" x 6"	138.00	132.00	125.00	\$75.00
Quarter Page—5" x 8"	172.00	164.00	155.00	\$100.00
Horizontal Half Page—10" x 8"	343.00	326.00	309.00	\$150.00
Vertical Half Page—5" x 16"	343.00	326.00	309.00	\$150.00
Full Page—10" x 16"	686.00	652.00	618.00	\$200.00
BIZ Directory COLOR-INCLUSIVE FLAT RATE (limited space available; no discount for B&W)				
BIZ Card—3.5" x 2"	36.00	34.00	32.00	Included
Vertical—2.375" x 4"	55.00	53.00	50.00	Included

An additional \$35.00 to \$50.00 (depending on ad size and extent of changes) surcharge applies for creating an ad or making changes and revisions to an existing ad. This rate may be waived for very simple ads, changes, or revisions or may be greater, depending on the complexity and size of the ad.

PAYMENTS:

Prepayment of ads is required by ad deadline each month before ads will be placed. New Advertisers are required to prepay every ad. We accept cash or checks only—no credit cards. Make checks to MCA and mail payments or deliver in person to:

The Meadows Community Center, 2004 Longmeadow, Sarasota, FL 34235