

The Meadoword

PUBLISHED BY THE MEADOWS COMMUNITY ASSOCIATION TO PROVIDE INFORMATION AND EDUCATION FOR MEADOWS RESIDENTS
 2004 LONGMEADOW, SARASOTA, FL 34235 • PHONE: 941-377-2300 • FAX: 941-377-2248 • EMAIL: MEADOWORD@MEADOWSCA.COM

ADVERTISING CONTRACT—2018

PLEASE NOTE: This contract is subject to change; if it changes during your contracted period, the conditions of your contract remain in effect until the agreed upon "END" date as long as the contract remains valid. **Till Further Notice (TFN)** means we will continue to place your prior month ad until you notify us otherwise; **Month-to-Month (MTM)** means you must notify us each month you want to place your ad.

ALL CONTRACTS MUST HAVE AN END DATE. TFN and MTM ads expire at the end of the calendar year and must be renewed to continue.

The undersigned has read and agrees with the terms of this contract and agrees to advertise in *The Meadoword* for the following period:

Start _____ 2018 (_____ months, _____ TFN, or _____ Month-to-Month) End _____ 2018 / 2019

Business name: _____ Contact Person: _____

Ad Agency Name (if applicable): _____ Invoice Delivery Preference: Email U.S. Mail

Billing address _____ Phone _____

Cell: _____

Email: _____ Fax: _____

This agreement is for the ad size specified below. Advertisers can increase or decrease ad size in a subsequent month and receive the contracted discount LEVEL of the original ad size, if one is applicable, for the new ad size. Advertisers must request and agree to a different size ad in writing or email, which becomes an addendum to the contract, or by signature for ad size change on the original contract—and agree to pay the price of the new size.

AD SIZE:

- | | | |
|--|---|--|
| <input type="checkbox"/> 2.375x4 (\$36.00) | <input type="checkbox"/> 5x4 (\$86.00) | <input type="checkbox"/> Half Page 10x8 (\$343.00) |
| <input type="checkbox"/> 2.375x8 (\$68.00) | <input type="checkbox"/> 5x6 (\$138.00) | <input type="checkbox"/> Half Page 5x16 (\$343.00) |
| <input type="checkbox"/> 5x3 (\$62.00) | <input type="checkbox"/> 5x8 (\$172.00) | <input type="checkbox"/> Full Page 10x16 (686.00) |

BIZ DIRECTORY (One flat rate applies that includes color. No discount for black and white in this section.)

Ad placement in the BIZ Directory is limited and available on a first-come, first-served basis.

- | | |
|---|---|
| <input type="checkbox"/> BIZ Card 3.5x2 (\$36.00) | <input type="checkbox"/> BIZ Vertical 2.375x4 (\$55.00) |
|---|---|

COLOR SURCHARGE: (Frequency discounts do not apply to COLOR surcharges.)

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> 2.375x4 (\$25.00) | <input type="checkbox"/> 5x3 (\$35.00) | <input type="checkbox"/> 5x6 (\$75.00) | <input type="checkbox"/> 5x16 or 10x8 (\$150.00) |
| <input type="checkbox"/> 2.375x8 (\$50.00) | <input type="checkbox"/> 5x4 (\$50.00) | <input type="checkbox"/> 5x8 (\$100.00) | <input type="checkbox"/> 10x16 (\$200.00) |

AD ARTWORK:

- | | | | |
|--|-----------------------------------|---|--|
| <input type="checkbox"/> Camera-ready art | <input type="checkbox"/> Scan art | <input type="checkbox"/> Set type/art/rebuild | <input type="checkbox"/> Electronic copy/art |
| <input type="checkbox"/> Build/rebuild ad (additional \$35.00 to \$50.00 Setup Fee required, depending on size and extent of work) | | | |

FREQUENCY DISCOUNTS:

- | | | |
|---|--|---|
| <input type="checkbox"/> LEVEL 1: 1-3 months \$ _____ /mo | <input type="checkbox"/> LEVEL 2: 4+ months \$ _____ /mo | <input type="checkbox"/> LEVEL 3: 12+ months \$ _____ /mo |
|---|--|---|

- OTHERS THAT QUALIFY FOR LEVEL 3 DISCOUNTS: 501(c)(3) Charity \$ _____ /mo Shopping Village Bus. \$ _____ /mo

RECEIVED (MCA Staff completion)

- Cash \$ _____
 Check \$ _____
 Check No. _____

INCLUDES:

- One Month
 Two Months
 Other _____

SET-UP: \$35.00 \$50.00

New Advertisers (must prepay all ads prior to placement.)

Date: _____

MCA Initial: _____

- **Ad PROOF and APPROVAL**—*The Meadoword* is not responsible for mistakes published in an ad after advertiser or authorized party has SIGNED OFF a PROOF submitted for APPROVAL.
- **Camera-Ready Artwork**—Advertiser is responsible for proofing camera-ready artwork prior to submission and any mistakes published therein.
- **Frequency Discounts**—Ads contracted for four-plus months receive a **LEVEL 2** discount; ads contracted for 12-plus months receive a **LEVEL 3** discount. **If the advertiser receives a discount rate and does not fulfill placement of the contractually agreed upon number of ads, the advertiser may be responsible for payment equal to the difference of the LEVEL 1 ad rate less the LEVEL 2 or LEVEL 3 rate discount, whichever applies, for the number of ads placed—for example, a 12-month contract with 7 ads placed would be \$172.00 (LEVEL 1) - \$155 (LEVEL 3) = \$17.00 x 7 = \$119.00. Advertiser can discontinue TFN ads any time without penalty after fulfillment of the initial placement requirement, 4 or 12 months, whichever applies.**
- **Payment Policy**—Prepayment is required for all ads. All payments are due on the 7th day of the month prior to ad placement. If the 7th falls on a weekend or holiday, payment is due the previous business day. We accept **CASH or CHECKS only, payable to MCA.** We do not accept credit cards.
- **Lapse Of Contract**—If more than a two-month period has lapsed since the END date of your original agreement, a new signed contract is required. **It is the advertiser's responsibility to renew the contract once the contract has expired. We do not send out reminders.**
- **Cancellation**—**Nonpayment of two or more ads constitutes a BREACH OF CONTRACT and may result in cancellation of the contract.**
- **Advertising Agencies**—The undersigned agrees to place an advertisement in *The Meadoword* on behalf of the above named client (see Business Name). If an advertising agency is the responsible party for payment, call MCA Accounting at 941-377-2300 to discuss details.

Advertiser _____ /

Date _____

The Meadoword _____ /

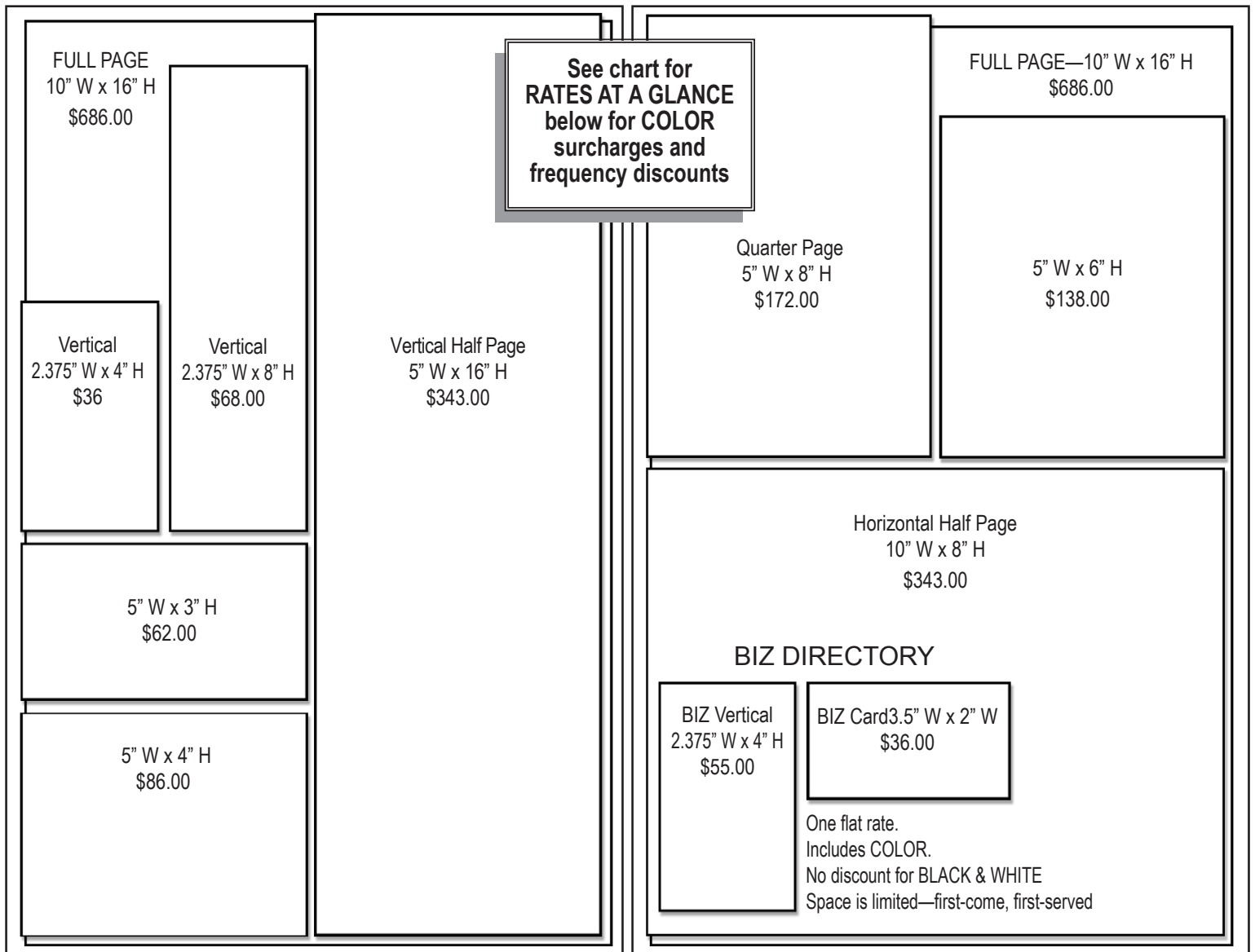
Date _____

Advertising Policy for Meadows' Residents: For services advertised by Meadows residents, all work and business will be conducted at the clients' homes. Individual condominium or homeowner associations may have stricter rules than the MCA. I have read and understand the above policy.

(Advertiser signature, if applicable) _____

Phone: (941) 377-2300 • Fax: (941) 377-2248 • email: meadoword@meadowsca.com

2018/Rev 112117_mjg



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; The Meadoword does not send out reminders.**

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 cancelation of the contract.

DEADLINES AND CANCELATIONS:

We do not accept ad cancellations after the 7th of the month. If the 7th falls on a week-end 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				Addition of COLOR
	Full-Price LEVEL 1	4 + months LEVEL 2	12+ months LEVEL 3		
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