

Celebrating the Local Abundance of Southeastern Massachusetts, Season by Season!

# edible SOUTH SHORE® SOUTH COAST

## 2014 ADVERTISING CONTRACT

2014 ISSUES	AD DEADLINE	PUBLICATION
SPRING	15 FEBRUARY 2014	MARCH 2014
SUMMER	15 MAY 2014	JUNE 2014
FALL	15 AUGUST 2014	SEPTEMBER 2014
WINTER	15 NOVEMBER 2014	DECEMBER 2014

2014 Rates	Ad Placement/Ad Size	Dimensions (Width x Height)	Price Per Issue	Locavore 4x Rate (Save 20%)	Farm/Farmers' Market (Save 30%)
<b>Covers</b>					
<input type="checkbox"/>	Back Cover	8.25" w x 10.75" H (plus 1/8" for full bleeds)	\$3000	\$2500	\$2100
<input type="checkbox"/>	Inside Front	8.25" w x 10.75" H	\$2000	\$1700	\$1425
<input type="checkbox"/>	Inside Back	8.25" w x 10.75" H	\$1800	\$1500	\$1250
<b>Interior Pages</b>					
<input type="checkbox"/>	Full Page	7.75" x 9.5"	\$1450	\$1200	\$1000
<input type="checkbox"/>	Half Page (horizontal)	7.5" x 4.75"	\$925	\$775	\$650
<input type="checkbox"/>	Half Page (vertical)	3.5" x 9.5"	\$925	\$775	\$650
<input type="checkbox"/>	Quarter Page	3.75" x 4.75"	\$575	\$475	\$400
<input type="checkbox"/>	Eighth Page	3.5" x 2.0"	\$300	\$250	\$200
<input type="checkbox"/>	Marketplace Page	2.5" x 3.0"	\$180	\$150	\$125

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Ad Rate: \_\_\_\_\_ Ad Size: \_\_\_\_\_

City/Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Start Date: \_\_\_\_\_

Email: \_\_\_\_\_ Signature: \_\_\_\_\_

*I hereby acknowledge that I have read and agree to the attached Terms & Conditions.*

eSS&SC Account Manager: \_\_\_\_\_

### 2014 AD DESIGN/PRODUCTION SPECIFICATIONS

Please submit your ad in one of the following preferred print formats:  
 High Resolution: 300 dpi, CMYK (Color) for Print; saved as .psd, .tiff, .eps or .pdf file with fonts embedded;  
 or as an InDesign file or as a Quark Xpress file (with all fonts and links included).  
 Creative Graphic Design, Illustration, Photography and Production Services are available  
 from Hart Design LLC at an additional charge.

Notes: \_\_\_\_\_  
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*Terms:*

1. 5% Discount is given for full payment submitted at, or before, ad deadline.
2. Upon approval of ad contract, a 50% deposit is due at ad deadline, (for custom ad design) and final payment is due upon publication.
3. A 1.5% monthly service charge is added to all overdue balances.
4. Checks should be made payable to Hart Design LLC.

*Conditions:*

- A. All insertion orders are accepted subject to provisions of our current rate cards. Rates are subject to change upon notice from the publisher.
- B. Advertisements are accepted upon the representation that advertisers and their agencies have the right to publish the contents thereof.
- C. All contents of advertisements are subject to publishers approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, or space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- D. Cancellation or changes in orders may not be made by the advertiser or its agency after the ad deadline.
- E. Positioning of advertisements is at the discretion of the publisher, except where a request for a specific preferred position is acknowledged by publisher in writing.
- F. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of publisher affecting production of delivery in any manner.
- G. Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.
- H. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher is not liable for errors in type or color if ad materials are not accompanied by a proof.
- I. Publisher shall have no liability for errors in key numbers or advertisers' index.
- J. Conditions other than rates are subject to change by publisher without notice.
- K. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.
- L. In the event that any amounts due the publisher under this agreement are not paid in accordance to proscribed payment terms, publisher reserves the right to charge interest for delayed payment of 1-1/2% per month or the maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.
- M. This agreement shall be governed and constructed in accordance with the laws of the Commonwealth of Massachusetts. In the event that commercial collection or legal proceedings be instituted by the publisher to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collections fees of 20% of the unpaid balance plus any other court costs and changes incurred.