

Salisbury Courier

2008 Annual Advertising Space Agreement

We wish to continue / reserve annual advertisement space in all six editions of the Courier to be published during 2008. We understand that this will secure our space in each of the six editions to be published during 2008. We agree to abide by the enclosed guidelines for ad submission and / or changes to our ad.

- Yes
- No, give my space to someone else.

Rates for annual placement: 1/8 page @ \$ 480.00 less 20% annual space discount = \$384.00
1/4 page @ \$ 720.00 less 20% annual space discount = \$576.00

- My payment is enclosed. (Make checks payable to Salisbury Homeowners' Assn.)
- Please send me an invoice. (Renewals only – New ads please remit with this form)
- My ad copy is enclosed. Ad is camera ready
- Ad is on file (repeat without change)
- Ad needs to be formatted (add'l. charge will apply)

Contact Person: _____

Company: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Mail Response to:

Alan Hunter
c/o Fisher Publications
9918 Midlothian Turnpike
Richmond, VA 23235

Fax response to:

Fisher Publications @ (804) 323-6252

Salisbury Courier Advertising Guidelines for 2008 Paid Commercial Ads

The Salisbury Courier is published six times each year – in the even numbered months of the year. It is mailed to over 1600 homes in the Salisbury Community, usually during the first week of those months.

There are two size ads available. The 1/8 page ad is approx. business card size (3 ½ x 2 ¼ tall). The ¼ page ad is twice that size (3 ½ x 4 ½ tall). Ad space for 1/8 page sells for \$80.00 per insertion. The larger ads sell for \$120.00 per insertion. There is a 20% discount available for annual placement contracts only. All ad space must be paid in advance. The Salisbury Homeowners' Association (SHOA) will invoice annual ad placement renewal reservations only. SHOA will not invoice single issue ad placements.

The majority of the paid commercial advertising space allocated in the newsletter is reserved on an annual basis. During the November/December timeframe, advertisers are contacted about their intent to reserve/renew their space. Advertisers have “squatters rights” to their space providing that their payments are in order. The annual placement consists of six editions consisting of the February – December timeframe of the calendar year. Space reserved on a calendar year basis is to be paid in full in advance. All checks should be made payable to Salisbury Homeowners' Association.

There are some ads that are inserted on a single issue (occasional) basis. Occasional ads must be paid in advance. Ads are prioritized on a space available basis on a first come / first served basis (Salisbury residents may receive favored treatment over non-residents). Ads must be submitted in appropriate fashion. All checks should be made payable to Salisbury Homeowners' Association.

The deadline for new ads or changes to existing ads is the 15th of the month prior to publication (in the odd numbered months). In the event of a new ad or a change:

**ads should be submitted in ‘camera ready – hard copy’ format,
black and white artwork is preferred, (it reproduces better than color prints)
some electronic formats can be accepted.**

Preferred file formats are Microsoft Word or Microsoft Publisher.

Any photos to be included should be in .jpg format or originals to be scanned.

Logos can be in .jpg or .pdf format or may be submitted as embedded word objects.

Should incompatible formats be submitted, there will be an additional charge to you (your ad placement charge does not include creative services which will be billed by the printer). Such charges will be separately invoiced to you. The amount of the charge will depend upon the work done.

Ads can be created for you at additional cost – see paragraph immediately above.

There are three ways to submit new ads or changes:

by mail to: Salisbury Courier Ads, 2430 Viburg Court, Midlothian, VA 23113

by mail to: Fisher Publications, 9918 Midlothian Turnpike, Richmond, VA 23235

by email to: fisherprinting@mindspring.com (Fisher Publications **MUST** be notified in advance if email option is used – call 323-6252) – ads sent by email **MUST** conform to format guidelines

Ads will be repeated as is unless we are advised of a change.

We will not contact you to ask if you want a change – you must contact us.

Contact individuals:

Alan Hunter, Fisher Publications, 9918 Midlothian Turnpike, Richmond, VA 23235 – 323-6252
Eileen Cerny, Salisbury Homeowners' Association, 897-SHOA

Salisbury Courier
Salisbury Homeowners' Association

c/o Fisher Publications
9918 Midlothian Turnpike
Richmond, VA 23235
(804) 323-6252

December 9, 2007

This correspondence is directed at two groups of people.

First, it is sent to the Annual Advertisers who have been supportive of the Courier. We thank you for your past support and hope that you will continue your participation. Because you have participated with us previously, we understand that you know how our program works. A 2008 Annual Ad Reservation Form is enclosed for your use.

Next, it is sent to those who have participated on an 'occasional' basis (other than annual) and those who have made inquiry about our program.

As a note of explanation, the Annual Program runs for a calendar year, and does not carry into a second calendar year. For 2008, that means all six issues published in 2008 (February through December inclusive).

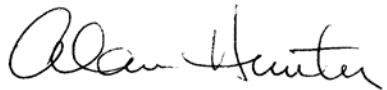
Information is enclosed about how the program works as well as two different Ad Space Reservation Forms. You choose the one that's appropriate for you.

The most frequently asked question is 'How can I place an ad?'. Its really pretty easy. Basic guidelines and reservation forms are enclosed as a part of this information package. Should you have any additional questions, contact us at 323-6252. Following that, send in your ad with your payment.

Enclosed is the information that you will need to consider whether to advertise with us and the technical guidelines for ad submission. The Salisbury Courier is mailed to over 1600 homes that make up the Salisbury community – that's great exposure! Copies are also mailed to all advertisers and other 'friends of SHOA' on a regular basis.

We look forward to working with you.

Sincerely,



Alan Hunter
Salisbury Courier Newsletter Chairman