

Salisbury Courier

Advertising Space Agreement (Issue) 2010

We agree to abide by the enclosed guidelines for ad submission and/or changes to our ad.

We wish to advertise only in the following editions of the Courier to be published during 2010.

- | | | |
|----------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> March | <input type="checkbox"/> May |
| <input type="checkbox"/> July | <input type="checkbox"/> September | <input type="checkbox"/> November |

We understand that this will apply to space in each of the 2010 editions noted above. Space is reserved on a first come-first served basis and must be paid in advance. (Note: If you are reserving space in all six editions, please use Annual Advertisement Space Agreement form.)

- | | |
|---|--|
| <input type="checkbox"/> My payment is enclosed. (Make checks payable to Salisbury Homeowners' Assn.) | |
| <input type="checkbox"/> My ad copy is enclosed. | <input type="checkbox"/> Ad is camera ready |
| | <input type="checkbox"/> Ad needs to be formatted (add'l. charge will apply) |

Rates for individual issue placement:

1/8 page @ \$ 100.00
1/4 page @ \$ 135.00
1/2 page @ \$ 250.00

Contact Person: _____

Company: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Mail Response to:

Joanne Ward
Salisbury Homeowners Association
PO Box 1024
Midlothian, VA 23113

E-mail Questions to shoa_midlo@ymail.com.

Salisbury Courier Advertising Guidelines for 2010 Paid Commercial Ads

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

There are three size ads available.

Size	Dimensions (W x H)	Single Issue Rate (\$)	Annual Placement Rate (\$)
Eighth Page	3 ½" x 2 ¼"	100.00	480.00
Quarter Page	3 ½" x 4 ½"	135.00	648.00
Half Page	7 ½" x 4 ½"	250.00	1200.00

These rates cover the space allocation only and do not include creative, formatting or other possible fees.

The majority of the paid commercial advertising space allocated in the newsletter is reserved on an annual basis. Annual placement agreements receive a 20% discount when paid in advance. During the October/November 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 timeframe is 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 (SHOA).

Some ads that are inserted on a single issue (occasional) basis. Occasional ads must also be paid in advance. All checks should be made payable to Salisbury Homeowners’ Association (SHOA).

The deadline for new ads or changes to existing ads is the 15th of the month prior to publication (the even numbered months). In the event of a new ad or a change, the advertiser must contact the Courier.

Ads must be submitted in appropriate fashion or are subject to additional charges from the printer. Acceptable formats are:

‘camera ready – hard copy’ black and white format,
electronic formats can be accepted. Preferred file formats are:

Microsoft Word

Microsoft Publisher.

.jpg format,

originals to be scanned (extra charges will apply).

.pdf format (extra charges may apply).

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 complexity and extent of the work done.

There are two ways to submit new ads or changes:

by mail to: Salisbury Courier, PO Box 1024, Midlothian, VA 23113

by email to: shoa_midlo@ymail.com. Ads sent by email MUST conform to format guidelines.

Contact individuals:

Joanne Ward, SHOA Administrator, PO Box 1024, Midlothian, VA 23113

Salisbury Homeowners’ Association, 897-SHOA

Information is also available at www.salisburyhomeowners.net