



## NEWSHEET ADVERTISING CONTRACT

Magazine of the Junior League of Birmingham, Inc.  
2212 Twentieth Avenue So. • Birmingham, AL 35223  
Phone: (205) 879-9861 • Fax: (205) 879-9868

Advertiser: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Ad Agency: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

We wish to advertise in NEWSHEET for the issues marked below. We understand that NEWSHEET must have our ad by the appropriate deadline or it will not be printed. Advertisers who sign a 2-issue contract are responsible for submitting an updated ad by the appropriate deadline. If a new ad copy is not received by the deadline, NEWSHEET reserves the right to print our previous ad.

ISSUE	CONTRACT DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
<input type="checkbox"/> Fall	August 11, 2017	August 18, 2017	October 2017
<input type="checkbox"/> Spring	February 16, 2018	February 23, 2018	April 2018

Would you like to run the same ad for both issues?  Yes  No  Possibly – please follow up

**CAMERA-READY ARTWORK IS REQUIRED FOR PRINTING.** Advertisers should provide camera-ready artwork by the ad deadline to: [adsales@jlbonline.com](mailto:adsales@jlbonline.com) or 2212 Twentieth Avenue South, Birmingham, AL 35223. Acceptable formats are: PDF, JPEG, TIFF, EPS, and Quark XPress 4.0 or 5.0. When sending EPS or Quark files, include all artwork and fonts. **SHOULD TYPESETTING BE REQUIRED, A \$40/HOUR CHARGE WILL BE ADDED TO YOUR BILL.**

COLOR	1 ISSUE	2 ISSUES (includes a 15% discount; must be paid in full.)
<input type="checkbox"/> NEW! Full Color 2-Page Spread	\$1,350	\$2,295
<input type="checkbox"/> Premium Placement Full Page Bleed (8-3/4" x 11-1/4")	\$800	\$1,360
<input type="checkbox"/> Full Page Bleed (8-3/4" x 11-1/4")	\$700	\$1,190
<input type="checkbox"/> Full Page Non-Bleed (7-1/2" x 10")	\$700	\$1,190
<input type="checkbox"/> 1/2 Page Horizontal (7-1/2" x 5")	\$500	\$850
<input type="checkbox"/> 1/2 Page Vertical (3-3/4" x 10")	\$500	\$850
<input type="checkbox"/> 1/4 Page (3-3/4" x 5")	\$350	\$595

1. All advertising charges will be invoiced on the publication date and are payable within thirty (30) days of invoice. If payment is not made by due date, NEWSHEET reserves the right to cancel any reservation made by advertiser for space in subsequent issues.
2. A service charge of 1-1/2% of the unpaid balance will be added each month to all amounts not paid within thirty (30) days of invoice date.
3. If an advertiser's account is delinquent and placed with an attorney or collection agency, the advertiser agrees to pay all costs of collection, together with accrued interest, plus court costs and a reasonable attorney's fee.
4. Neither the Junior League of Birmingham, Inc. nor any of its members, agents, or employees will be responsible for any losses, liability or damage sustained, due to errors in advertisements, content of advertisements or for any other claims, but will be liable for the actual cost of space required to correct an error. It is further agreed that no other liability on the part of the Junior League of Birmingham, Inc. shall arise by reason of this advertising contract or the dealings between advertiser and the Junior League of Birmingham, Inc., and advertiser hereby expressly releases Junior League of Birmingham, Inc. and its members, agents and employees from any liability.
5. Even if the ad is a group ad, the advertiser acknowledges responsibility for payment in full of all charges.
6. If ad copy is not received by the deadline, the advertiser agrees to be held responsible for payment of advertising charges.

The undersigned acknowledges having read and understood the terms of this agreement and agrees to be bound hereby.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

To pay by credit card, please call the JLB's Communication and Donor Relations Administrator at 205.802.6494 or fax to 205.879.9868. Visa, MC and AmEx accepted.