

Advertise in the **NORTHFIELD** ENTERTAINMENT GUIDE

Ad Reservation Agreement

Thank you for advertising in the Northfield Entertainment Guide. This is a confirmation of your ad reservation. Sign and return prior to ad publication.

Ad reservations are due the 3rd Wednesday of the month, with final ad copy due on the 4th Wednesday of the month.

ADVERTISER _____

Contact Person: _____ Phone: _____

Address, City, State, Zip: _____

e-mail address: _____ Fax: _____

Reservation Date: _____

Frequency Rate (given for this ad): 1x 3x 6x 12x

Ad Size: _____ Circle: Black and White Color

Months Placed (circle): Jan Feb Mar April May June July Aug Sept Oct Nov Dec

Advertising Rate (per ad): \$ _____ Special Placement (\$10 additional charge) _____

Black and White

Color

Frequency	1x	3x	6x	12x	1x	3x	6x	12x
Full Page (7.5w x 7.75h)	\$150	135	128	120	\$195	176	166	156
Full Page Back Cover	NA				\$234	211	199	187
Full Page Inside Front	NA				\$215	194	183	172
2/3 Page (5w x 7.75h or 7.5w x 5.125h)	\$108	97	91	86	\$140	126	119	112
1/2 Page (3.625w x 7.75h or 7.5w x 3.75h)	\$87	78	74	70	\$113	102	96	90
1/3 Page (2.375w x 7.75h, 7.5w x 2.5h or 5w x 3.75h)	\$65	58	55	52	\$84	76	72	68
1/4 Page (3.625w x 3.75h or 7.5w x 1.75h)	\$56	50	47	44	\$72	65	61	58
1/6 Page (3.625w x 2.5h)	\$45	40	38	36	\$58	52	49	46
1/8 Page (3.625w x 1.75h)	\$40	36	34	32	\$52	47	44	41
1/12 Page (2.325w x 1.75h)	\$34	31	29	27	\$44	40	38	35

Advertiser _____

AGREEMENT MUST BE SIGNED

Date _____

PUBLISHERS POLICY:

Publishers Protection: All advertising submitted is subject to the approval of the publisher. The publisher shall not be liable for any error except to credit the advertiser for as much space as was materially affected by the error. The agency/advertiser agrees to indemnify the publisher of/against any liability, loss or expense as a result of claims or suits based on advertisement content.

All ad changes must be received by AD COPY DEADLINE or the previous ad will be repeated. Advertising must be inserted within one year from the date listed on the signed agreement to earn frequency discount rates. An advertiser who does not complete a committed schedule will be subject to a short rate. **NO CANCELLATIONS ACCEPTED AFTER SPACE RESERVATION DEADLINE. ADS CANCELLED AFTER THIS DEADLINE WILL BE BILLED AT THE REGULAR RATE.**

TERMS OF PAYMENT: Net payment must be made within 30 days after space reservation. Advertiser agrees to pay a finance charge of 1.75% per month on amounts past due. ACCOUNTS PAST 60 DAYS WILL FORFEIT FREQUENCY DISCOUNT.

BY ALL MEANS GRAPHICS • 18 BRIDGE SQUARE • NORTHFIELD, MN 55057 • 507-663-7937 • NEG@byallmeansgraphics.com