

## The Bridal Guide ~ Advertising Agreement 2018

P.O. Box 213 DeKalb, IL 815-739-9937 bridalguide@comcast.net www.nibridalguide.com

**Please note:** If the customer composes the ad and does not electronically submit to The Bridal Guide/Jill Doherty the requested ad parts and components, we/The Bridal Guide/Jill Doherty are not responsible for the press run when the requested parts are not supplied. The presses run seven days a week and if the guide is run on the weekend when the customer is not available, we cannot fix any unusual situations that may arise in ad conversions.

Business Name: \_\_\_\_\_ Contact Person \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
E-mail: \_\_\_\_\_ Office Phone \_\_\_\_\_ Cell \_\_\_\_\_

Agreement: **Customer agrees to advertise in The Bridal Guide and The Bridal Guide shall publish the customer's advertisement per the following terms:**

**Issue: Summer Fall 2018, 49th Edition, Ad Size: \_\_\_\_\_ Rate \_\_\_\_\_**

**Early Bird Deadline (discounted rates): March 1, 2018; Ads accepted after March 1, 2018, regular rates apply**

**Issue: Winter Spring 2018-19, 50<sup>th</sup> Edition, Ad Size: \_\_\_\_\_ Rate \_\_\_\_\_ less repeat copy discount = \_\_\_\_\_**

**Early Bird Deadline (discounted rate): September 1, 2018; Ads accepted after September 1, 2018, regular rates apply**

Issue: (Each display ad includes a brief listing in the Advertising Classified Directory, plus web exposure in the on-line guide and Vendor Section)

**Payment for Advertising:** Advertiser agrees to remit the Advertising Fees as indicated on the "Application for Advertising" prior to production of the advertisement.

**Whereas,** it is understood that the customer commits to placing customer's advertisement in the Summer Fall 2018, 49th edition and/or the Winter Spring 2018-19 50<sup>th</sup> edition, per the instructions above.

**Notice: Please give careful thought to the information you wish to include in your ad.**

**Your ad fee includes composition of the information you submit. Our design staff makes every effort to vary the look of ads so that each commands attention. The design work is owned by The Bridal Guide. If you wish to obtain a file of our work, fees may apply.**

**A proof of the ad will be submitted for review only for accuracy of the information you submitted. Changes, other than corrections, will be billed at \$60.00 per hour (one quarter hour minimum charge).**

-Proofs not returned by the deadline will be assumed to be accurate and published as submitted.

-All discounts will be forfeited if payment is not received on time.

-All advertisement submissions are subject to editing and approval

-Non-exclusive ads or content

-There will be 2% interest added to any statement with an outstanding balance.

-Checks with insufficient funds will be subject to bank fees, minimum of a \$30.00 fee.

-Customers shall pay any legal fees and/or collection fees incurred by The Bridal Guide for collection.

-With your signature, you are agreeing to a contract that is binding. To break a contract prior to the deadline, the penalty is 15% of the total cost of the ad. The penalty is 25% if an agreement is broken after the deadline. All discounts are revoked prior to calculation.

**Complete the above portion of the agreement, approve with your signature and return. Submit your payment upon receipt. Thank you.**

Jill Doherty, P.O. Box 213, DeKalb, IL 60115 Office 815-739-9937 bridalguide@comcast.net Fax 815.754.5261  
Jamie Carlson, 815-687-6042 bridalguidesales@comcast.net

**By signing below your ad will be in the issue/s indicated above.**

Signature of approval

X \_\_\_\_\_ Date \_\_\_\_\_ Please complete and return

### **Ad sizes:**

Classified ad heading, plus 4 lines of copy, additional lines \$10 per line.

1/8 pg=3 5/8" w x 2 3/8" h

1/4 pg=3 5/8" w x 4 7/8" h

3/8 pg=3 5/8" w x 7 3/8" h

1/2 pg= 7.5" w x 4 7/8" h

1/2 pg vert= 35/8" w x 10" h

2.5 " w by 5" h – special insert ads

Full pg =8.5" w x 10 7/8" h (this is trim size; will need to add 1/4" to each side for bleed.)

Inserts and stick ons available.

Rev 1 2018

# THE BRIDAL GUIDE – Ad Specs 2018

All ads must be created in a graphics or page layout program (Corel Draw or PhotoShop), not a word processing program (Word or Publisher).

**It is very important to note,** if you are not the person creating the ad, copy this info and paste it into an email to send to the person who is doing the creating, or paste it into a document that you can print out and hand to that person. If you have questions, ask before you invest time into something that cannot be used.

**Files must be PC compatible.** If working on a Mac, be sure to choose to save for a PC.

**It must be saved in one of the following formats:** a jpg, tif, or bmp of **at least** 300 dpi at the size you want it to appear in the publication; an Adobe Acrobat pdf file; or a CorelDraw file. The bitmap file is preferred providing it is prepared properly.

**Photos:** photos that are at least **300dpi, convert to cmyk for print quality, make lighting adjustments,** professional images highly recommended

**Fonts:** All fonts must be converted to curves or outlines before you create a pdf file. We do not have every font that exists, and we reserve the right to substitute fonts.

**Border:** The ad must be bordered by a 1point outline. A “full page” ad is 8.5” X 10.875”. If creating a full-page ad, there must be one-eighth inch of bleed on all sides.

**File Name:** The file name of the ad should be the name of the business for whom the ad was created. Bridal Guide ad is not acceptable.

Example: XYZ Business Ad.pdf

If emailed, place the business name followed by “ad” in the subject line.

If submitted any other way, be sure that the media is formatted for a PC.

Be sure the media is clearly labeled with the business name.

**Ad Components: All ads must be submitted with copies of the individual components of the ad included:** photos that are at least 300dpi, logos, text files and fonts, if specific ones are required. Occasionally, an ad must be re-created using our layout program, if the ad was sized incorrectly, etc. Include the elements with the original advertising submission.

If we are designing an ad, be sure to include all copy in one single file. That should include business name, address, phone number, web address, email address, hours, etc. Do not assume that we know what you want included.

Ad sizes:

1/8 pg=3 5/8” w x 2 3/8”h

3/8 pg=3 5/8” w x 7 3/8” h

1/2 pg vert= 3 5/8” w x 10”h

Full pg =8.5” w x 10 7/8”h (this is trim size; will need to add 1/4” to each side for bleed.)

1/4 pg=3 5/8”w x 4 7/8” h

1/2 pg= 7.5” w x 4 7/8”h

2.5 “ w by 5” h – special insert ads

Inserts and stick-ons available.

Submit all ad parts separately with the ad mock-up: logo and professional photos at 300 dpi or greater as tif or jpeg, pc versions, no Illustrator or Photo Shop please.

**Please note:** If the customer composes the ad and does not electronically submit to The Bridal Guide/Jill Doherty the requested ad parts and components, we/The Bridal Guide/Jill Doherty is not responsible for the press run when the requested parts are not supplied. The presses run seven days a week and if the guide is run on the weekend when the customer is not available, we cannot fix any unusual situations that may arise in ad conversions.

Advertiser please initial \_\_\_\_\_