

The Porch Review

Benton Park West Neighborhood Association

Rate Card for Advertising - 2008

Print

Size	Remarks	*One Time	*6 month	* Year
Business Card		46	112	204
¼		75	147	273
½		104	250	411
Full Page		132	388	618
Design Full Page		150		
Design ¼ or ½		100		
Design business card**		55		
*Basic Business Membership	\$ 20			
*Sponsor Business Membership	\$ 25			
*Patron Business Membership	\$ 50			
*Supporter Business Membership	\$ 100			

*In addition to the cost of the advertising is a choice of Business Membership fees.

**NOTE: All advertisements are in B/W. Advertiser must provide all artwork. Any special logos must be provided in a .gif or .jpg format. Under extenuating circumstances scanning a business card will be acceptable, but it MUST be understood that scanning a business card will result in poor quality advertisement. Business cards will be re-worked at no charge if scanning is not acceptable. If there isn't a business card and the advertising is designed from scratch, then a design charge will be levied.

Display Add Dimensions:

Height Width

Business Card 2 " x 3 1/2"

1/4 Page 4 1/2" x 3 1/2"

1/2 Page (w) 4 1/2" x 7 1/2"

1/2 Page (l) 9 1/2" x 3 1/2"

Full Page 9 1/2" x 7 1/2"

Rate Card Terms and Conditions

The following sets forth the terms and conditions under which advertisements may be published in *The Porch Review* (Publisher) by advertisers

Prospective Advertiser may request copies of *The Porch Review* for the previous 6 months to review format.

1. Payment for advertising shall be made on or before the 25th day of the month previous to the month in which advertising will start.

2. Advertiser shall be liable for the payments of all bills and charges incurred.

3. Advertiser shall warrant that they are authorized to publish the entire contents and subject matter of the advertisements and that publication by Publisher will not violate the personal or proprietary rights of any third

party or any law or governmental regulation. Advertiser will indemnify and hold Publisher, its employees and representatives harmless from and against any loss, expense, or liability (including attorney's fees) arising out of the publication or distribution of such advertising, without limitation.

4. Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not the same has already been acknowledged and/or previously published.

5. Advertiser may not use any space for advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by Publisher, nor may Advertiser authorize any others to use any advertising space without the consent of the Publisher.

6. Publisher does not guarantee any given level of circulation or readership.

7. Failure to publish copy as ordered, or material typographical errors by Publisher shall entitle advertiser to credit for actual space of error published, which credit shall be the sole remedy to advertiser. Publisher's liability for errors by Publisher in published advertisements shall be to provide Advertiser a credit for the actual space of the error if the error is brought to Publisher's attention no later than 15 working days after the advertisement first appears. IN NO EVENT SHALL PUBLISHER BE LIABLE TO ADVERTISER FOR ANY FURTHER DAMAGES OF ANY KIND ARISING FROM ADVERTISER'S PLACEMENT OF ADVERTISING, INCLUDING BUT NOT LIMITED TO DIRECT, INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES OR LOST PROFITS.

8. In the event copy is not furnished as contracted for, The Porch Review reserves the right to repeat the last regular order and/or charge advertiser for minimum of inches required under the contract, said charge to be paid for by advertiser at contract rate.

9. Advertiser recognizes that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, Advertiser agrees that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and re-use any advertisements submitted in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with materials of others.

10. Publisher is not responsible for any inadvertent or legally compelled disclosure of advertising information.

11. The foregoing terms (and the terms of the advertising agreement between Publisher and Advertiser) shall govern the relationship between Publisher and Advertiser. Publisher has not made any representations to Advertiser that are not contained therein. Unless expressly agreed to in writing signed by Publisher, no other terms and conditions in insertion orders, copy instruction, letters, or otherwise will be binding on Publisher.

12. Contract commitments may be increased at any time to earn the advertiser a lower rate. Any rate adjustment will be limited to a maximum of 30 days prior to the new contract.

13. All advertising positions are at the option of The Porch Review (Benton Park West Neighborhood Association) and subject to prior requests, guarantees, color and mechanical capacities. We will consider all position requests. However, no adjustments, refunds or reinsertions will be made because of the position in which an advertisement has been published unless a guaranteed position premium has been paid.

14. The Porch Review reserves the right to place a one point rule around ads that are received without a border (unless prior arrangements have been made with the Advertising Sales Consultant and advertiser).

15. For billing inquiries, please call (314) 771-0803