

ADVERTISING CONTRACT

Lakeshore Living

IDEAS AND INSPIRATION FOR YOUR HOME

To reserve space, provide your billing information, indicate which size ad you'd like to run and return this form.

Lake Geneva • Madison • Lake Country (Waukesha)



AD SIZES & RATES

FULL COLOR

	1X	2X
Back Cover	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$2,520
Inside Front or Back Cover (circle one)	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,160
2 Page Spread	<input type="checkbox"/> \$2,765	<input type="checkbox"/> \$2,405
Premium Full Page (first 15% of ad pages).....	<input type="checkbox"/> \$2,205	<input type="checkbox"/> \$1,895
Full Page	<input type="checkbox"/> \$1,785	<input type="checkbox"/> \$1,605
2/3 Page	<input type="checkbox"/> \$1,505	<input type="checkbox"/> \$1,355
1/2 Page horizontal	<input type="checkbox"/> \$1,325	<input type="checkbox"/> \$1,195
1/3 page horizontal	<input type="checkbox"/> \$1,105	<input type="checkbox"/> \$ 995
1/6 page vertical or horizontal.....	<input type="checkbox"/> \$ 775	<input type="checkbox"/> \$ 695

All Rates are net. Rates do not include production charges.

QUESTIONS / CONTACT

For questions about *Lakeshore Living*, please contact Dena Frisch at dena@ntmediagroup.com or 608-220-2120.

COPY INSTRUCTIONS

- ☐ Will provide a new press-ready digital ad
- ☐ Please help me design an ad
- ☐ Pick up previous ad

Please indicate which issues your ad will run in.

Lake Geneva: ☐ Spring 2018 ☐ Fall 2018

Madison: ☐ Spring 2018 ☐ Fall 2018

Lake Country: ☐ Spring 2018 ☐ Fall 2018

DEADLINES

LAKE GENEVA SPRING/SUMMER

Publication Date May 9, 2018
Ad Closing April 6, 2018
Ad materials deadline April 13, 2018

FALL/WINTER

Publication Date October 24, 2018
Ad Closing Sept. 21, 2018
Ad materials deadline Sept. 28, 2018

MADISON SPRING/SUMMER

Publication Date March 28 2018
Ad Closing Feb. 23, 2018
Ad materials deadline March 2, 2018

FALL/WINTER

Publication Date September 26, 2018
Ad Closing Aug. 24, 2018
Ad materials deadline Aug. 31, 2018

LAKE COUNTRY SPRING/SUMMER

Publication Date June 20, 2018
Ad Closing May 18, 2018
Ad materials deadline May 25, 2018

FALL/WINTER

Publication Date November 14, 2018
Ad Closing Oct. 5, 2018
Ad materials deadline Oct. 12, 2018

CONTACT INFORMATION/BILLING ADDRESS

CONTACT NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ E-MAIL: _____

☐ **BILL MY AGENCY**

AGENCY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ E-MAIL: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

SIGNATURE DENOTES ACCEPTANCE OF TERMS STATED ON REVERSE SIDE OF THE AGREEMENT.

SEND AGREEMENT TO: DENA FRISCH

NEI-TURNER MEDIA GROUP, INC. • 400 BROAD ST., UNIT D • LAKE GENEVA, WI 53147
P: 608-220-2120 • F: 608-204-3817 • E-MAIL: dena@ntmediagroup.com

ADVERTISING MECHANICALS / TERMS AND CONDITIONS

AD SIZES

	<p>TWO PAGE BLEED 18.25 X 11.125</p> <p>TRIM SIZE 18 X 10.875</p> <p>TWO PAGE LIVE AREA 17.125 X 10.125</p>
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<p>FULL PAGE BLEED 9.25 X 11.125</p> <p>TRIM SIZE 9 X 10.875</p> <p>FULL PAGE LIVE AREA 8.125 X 10.125</p>
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<p>2/3 PAGE VERTICAL 5.354 X 10.125</p>	<p>1/6 VERTICAL 2.583 X 4.969</p>
	<p>1/6 VERTICAL 2.583 X 4.969</p>

<p>1/2 PAGE HORIZONTAL 8.125 X 4.969</p>
<p>1/2 PAGE HORIZONTAL 8.125 X 4.969</p>

<p>1/6 HORIZONTAL 5.354 X 2.35</p>
<p>1/6 HORIZONTAL 5.354 X 2.35</p>
<p>1/3 PAGE 5.354 X 4.969</p>

DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you.

Design & layout services: . . . \$75 per hour
Scans: . . . \$60-\$100 per scan

LOGOS

Submit original logo in digital format. Anything submitted at a lesser quality will need to be recreated; business cards are not acceptable. Resolution must be 300+ dpi and CMYK (no RGB/Pantone). All fonts must be outlined.

ELECTRONIC ADS

Please submit your ad as a press quality PDF created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

ACCEPTED MEDIA

CD • DVD • e-mail (ads@ntmediagroup.com)

FTP SITE INFORMATION

For use when uploading or downloading files using an FTP client (such as Fetch):

www.ntmads.com
 ntclient%0094c93
 Atthelake12 (is case sensitive)

PUBLISHING TERMS

All orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel advertising for any reason, including any advertising which in the opinion of the publisher does not conform to the standards of the publication. All advertisements are accepted and published by the publisher upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be warranty by the advertiser and agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein.

In consideration of publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract.

Nei-Turner Media Group, Inc. is not liable for any damages, including consequential damages, if for any reason the publisher fails to publish an advertisement.

PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/spot colors). Save all images embedded as EPS or TIF. Images downloaded from the Internet are not acceptable. Scans are acceptable at a high resolution and color scans may be also provided by us for an additional charge.

BILLING TERMS

Advertising is invoiced upon publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

CONTRACTS

No cancellations after the publication closing date. Cancellations prior to the closing date must be delivered to Nei-Turner Media Group in writing.

NO CANCELLATIONS ACCEPTED AFTER THE CLOSING DATE. VERBAL ORDERS ARE BINDING.