Westmont Park District
Program Guide Advertising Agreement

Rate Protection

The Westmont Park District reserves the right to revise advertising rates. However, this will not affect existing signed and written advertising agreements. All advertising places without a signed advertising agreement is subject to the rates that apply at the time of the publication.

Payment

Once the publication is distributed, the advertiser will be issued an invoice that we request be paid at their earliest convenience.

Ad Description *(please circle one in each category)*

1) Starting Issue: Winter/Spring Fall Summer

2) Frequency: single ad 3 consecutive ads *(purchase 3 consecutive ads and the third is half price!)*

3) Ad Type: black & white inside page (with 1 additional color)

4 color back cover 4 color, ½ page back inside cover

4) Ad Size: half page, 7.5" w x 5" d

quarter page, 3.625" w x 4.625" d business card, 3.5" w x 2" d

5) Prices:

4 color, full page back cover:	$1500/guide
½ page, 4 color inside back cover:	$650/guide
B & W + 1 color, ½ page:	$500/guide
B & W + 1 color, quarter page:	$250/guide
B & W + 1 color, inside business card:	$150/guide

FOR OFFICE USE ONLY **TOTAL COST:** _____

Mechanical Requirements

We will accpet color ad art on disk supplies either in Adobe PageMaker 6.5 or saved as a .TIF. Black and white ads may be supplied as camera-ready sheets, Adobe Acrobat .PDF files or on disk using the same parameters specified for color ad art. All electronic files muse be accompanied by a laser ad proof. If art is supplied on disk, please indicate the platform, format, version of software and fonts on the disk label. All ads should be directed to the attention of Kim Lojewski, Superintendent of Recreation. Ads may be submitted via email to klojewski@wpd4fun.org.

Advertising Terms and Policies

This certifies that I have read, understood and thereby accept the advertising terms and policies as explained on this form.

Signature _____

Name _____ Title _____

Business/Organization _____

Address _____

Phone _____ Fax _____