

**LOFT COMMUNITY NEWS ADVERTISING AGREEMENT**

**ADVERTISER INFORMATION:**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

It is agreed that \_\_\_\_\_ will place an advertisement in *The LOFT Community News*

beginning \_\_\_\_\_ and ending on \_\_\_\_\_.

The Cost for this ad will be \$ \_\_\_\_\_ per issue for a total of \$ \_\_\_\_\_.

**The advertisement size will be:**

<p><b>Business Card (3.5" X 2")</b></p> <p><input type="checkbox"/> \$75. 1X Rate</p> <p><input type="checkbox"/> \$60. 5X Rate (per insertion)</p> <p><input type="checkbox"/> \$50. Annual Rate (per insertion) for 10 issues</p> <p><b>Classified Ad</b></p> <p><input type="checkbox"/> \$25. per 30 word ad (\$5 for each additional 5 words).</p> <p><i>Non-Profit Organizations</i> <b>10% discount</b></p>	<p><b>Display Ads</b></p> <p><b>¼ Page Ad (3.5" X 4.5")</b></p> <p><input type="checkbox"/> \$150. 1X Rate</p> <p><input type="checkbox"/> \$125. 5X Rate (per insertion)</p> <p><input type="checkbox"/> \$90. Annual Rate (per insertion) for 10 issues</p> <p><b>½ Page Ad (7" X 4.5")</b></p> <p><input type="checkbox"/> \$200. 1X Rate</p> <p><input type="checkbox"/> \$150. 5X Rate (per insertion)</p> <p><input type="checkbox"/> \$100. Annual Rate (per insertion) for 10 issues</p> <p><b>Full Page Ad (7" X 9.75")</b></p> <p><input type="checkbox"/> \$350. 1X Rate</p> <p><input type="checkbox"/> \$275. 5X Rate (per insertion)</p> <p><input type="checkbox"/> \$225. Annual Rate (per insertion) for 10 issues</p>
--	---

**Terms:**

1. Camera ready art (or electronic files) must be received by the 1<sup>st</sup> of the month for the following month's issue as outlined by the following schedule:

Community News Issue	Deadline for Advertising	Community News Issue	Deadline for Advertising
December/January	November 1	June	May 1
February	January 1	July/August	June 1
March	February 1	September	August 1
April	March 1	October	September 1
May	April 1	November	October 1

2. Ads must be PAID for in advance. **Ads will not appear without payment.**
3. The publisher retains the right to reject any advertisement if the content thereof is deemed offensive.
4. The Advertiser is entitled to a one-time discount when extending ads past the original agreed upon number of issues

X \_\_\_\_\_ X \_\_\_\_\_  
Authorized Advertiser Signature Date LOFT Advertising Manager Date

**PLEASE RETURN THIS SIGNED CONTRACT WITH PAYMENT INFORMATION.**

Enclosed is my  Check  Visa  Master Card

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make checks payable to **The LOFT** and send with form to: **The LOFT**, 180 E. Post Rd, Lower Level, White Plains, NY 10601