



# OFFICIAL

## 2019 ADVERTISING INSERTION ORDER

\_\_\_\_\_ agrees to contract for a four color advertisement at the selected size and net rate per each insertion:

	Net Dimensions (H x W)	1x	3x
<input type="checkbox"/> Full Page w/Bleed	8 3/4" x 11 1/4"	\$2100	\$1620
<input type="checkbox"/> Full Page	7 1/2" x 10"	\$2100	\$1620
<input type="checkbox"/> 1/2 page (Horizontal)	7 1/2" x 5"	\$1130	\$925
<input type="checkbox"/> 1/2 page (Vertical)	3 1/4" x 10"	\$1130	\$925
<input type="checkbox"/> 1/2 page (Island)	4 3/4" x 6"	\$910	\$710
<input type="checkbox"/> 1/3 page (Horizontal)	7 1/2" x 3"	\$825	\$640
<input type="checkbox"/> 1/3 page (Vertical)	2 1/4" x 10"	\$825	\$640
<input type="checkbox"/> 1/3 page (Square)	4 1/2" x 4 3/4"	\$825	\$640
<input type="checkbox"/> 1/4 Page	3 3/4" x 5"	\$660	\$520
<input type="checkbox"/> 1/8 Page	1 3/4" x 3 1/2"	\$410	\$325

### Premium Positions

- Inside Front (+40%)
- Inside Back (+30%)
- Back Cover (+50%)
- Specific page placement (+15%)

in the following 2019 issues of Official:

- Winter 2019  
(Advertising Closes: 12/21/2018)
- Summer 2019  
(Advertising Closes: 5/17/2019)

- Spring 2019  
(Advertising Closes: 2/15/2019)
- Fall 2019  
(Advertising Closes: 10/11/2019)

This contract is authorized by \_\_\_\_\_ Date \_\_\_\_\_

<p><b>Advertiser Information</b></p> <p>Name _____</p> <p>Title _____</p> <p>Company _____</p> <p>Address _____</p> <p>City/State/Zip _____</p> <p>Phone _____</p> <p>Email _____</p>	<p style="text-align: center;">Signature</p> <p><b>Billing Information</b></p> <p>Name _____</p> <p>Title _____</p> <p>Company _____</p> <p>Address _____</p> <p>City/State/Zip _____</p> <p>Phone _____</p> <p>Email _____</p>
---	---

Please return this form via fax to Official magazine 909-472-4232

## **Terms & Conditions**

No Agency Commission are given on advertising space. All billings are due and payable 30 days from the date on the invoice and both the advertiser and its agency are jointly and severally liable for payment of the invoice. Interest on unpaid invoices will be charged at the rate 8% per annum. The Publisher will not be bound by any condition appearing on the advertiser's or its agency's insertion order or copy instructions when such conditions with the regulations set forth in the Publisher's current rate card. Cancellations will not be accepted by the Publisher after the closing date. Cancellations prior to the closing date must be in writing and none are considered accepted until confirmed in writing by the Publisher. The Publisher may repeat the advertiser's most recent advertisement when material for a new advertisement has not been received by the Publisher by the closing date. If no previous advertisement exists, the Publishers will add a late cancellation charge amounting to 65% of the rate-card value for the space.

Advertisers will schedule advertising through an Insertion Order and Sales Agreement, specifying all details about their ad, including but not limited to type, frequency, size, rate and contract period. Advertisers who do not complete their frequency within their contract year will be short-rated to the appropriate earned rate.

The Publisher reserves the right to accept, classify, cancel, edit or reject any advertisement deemed in poor taste, or not in the best interest of its readers.

The Publisher shall have no liability whatsoever by reason of any error in connection with any advertisement (including without limitation, failure to publish advertising, additions or omissions to advertisements). The Publisher shall not be responsible for and shall incur no liability for errors or misprints beyond agreement to publish a make-good ad in a space equal to the size occupied by the error.

Advertisers or their agents are completely responsible for the ad content (including logos, photos, and copy) which are submitted.