

## Advertising Rates

effective August 1, 1999

Column Inch(s)	1-3 issues	4-6 issues	7-9 issues	10-12 issues
1"	34.00	30.00	28.00	26.00
2"	68.00	60.00	56.00	52.00
3"	102.00	90.00	84.00	78.00
4"	120.00	104.00	96.00	88.00
5"	150.00	130.00	120.00	110.00
6"	180.00	156.00	144.00	132.00
Full Vertical	195.00	169.00	156.00	143.00
8"	216.00	184.00	168.00	152.00
10"	270.00	230.00	210.00	190.00
12"	324.00	276.00	252.00	228.00
Full Page	351.00	299.00	273.00	247.00

Rates quoted are net and are per insertion. Inside front or back cover, or guaranteed prime or constant location, if available, add 20%. Spot color, if available, add \$25 per insertion.

**RATES:** All rates are considered run of publication. Rates are for space and normal composing/camera ready copy. Extra charges will be made at cost for camera work (negatives, reductions, stripping, etc.), and layout, art work, heading, special composition work will be charge at \$25 per hour. See the *Advertising Art Layout Sizes* sheet for additional information. Premium or fixed placement rates are available upon request.

**COMPOSITION:** Ad copy and/or artwork should be submitted in layout form within the "camera" ready sizes specified on the layout form. Computer files submitted must be PC compatible and compatible with CorelDraw, Adobe Photoshop, Adobe Illustrator or Adobe PageMaker. Font files, graphic files or photo files used in assembling the computer generated files must be included separately with the computer art files. All files submitted must be free of any copyright infringements.

Art will be scaled 68% at press time to accommodate the 5.0" x 7.5" pages of the publication. Printed by web press.

**PAYMENT TERMS:** Credit is extended as a convenience to established advertisers. New accounts require payment in advance for first ad. ADVERTISER shall pay the Advertising Fee within 10 days from date of the invoice. Any amount which has not been paid within 25 days from the date of the invoice shall be subject to a charge of 1-1/2% per month or the highest rate permitted by law. If payment is not made, ADVERTISER shall pay the PUBLISHER the costs of collection, and any attorney fees, court fees or other costs incurred by PUBLISHER. This contract shall be governed by the laws of the State of Rhode Island. Our liability if we make a mistake in your ad it limited to an adjustment of the cost of the ad only.

**COPY DEADLINE:** 7 weeks prior to date of publication. American SquareDance is published monthly.

**CLASSIFIED ADS:** \$18.00 minimum, up to 6 lines of copy, column width only. Additional lines of copy charged at the rate of \$2.00 per line.