

Advertising Rates

effective November 1, 2001

Inch(s)	1-3 issues	4-6 issues	7-9 issues	10-12 issues
1 - 1.5"	35.00	34.00	32.00	30.00
1.75 - 4"	33.00	32.00	30.00	27.00
4.25 - 6.5"	30.00	29.00	28.00	25.00
CLUBS	25.00	25.00	25.00	25.00

Rates quoted above are per inch, net and per insertion each month. Inside front or back cover, or guaranteed prime or constant location, if available, add 20%. *Clubs must advertise their full regular dance schedule for the year, normally beginning with September and ending with August, to qualify for the club rate otherwise, the regular advertising rates will apply. We must receive a printed copy of the club's regular dance schedule for verification.*

RATES: All rates are considered run of publication. Rates are for space only and normal composing and/or so-called 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. Premium or fixed placement rates are available upon request. Clubs qualify for the "Club" rate only when advertising each month an open dance is held. No advertising information other than that specific to the club dances may be included within the ad.

COMPOSITION: Ad copy and/or artwork should be submitted in layout form within the 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 either a service charge of \$2 per month or a service charge of 1-1/2% (or the highest rate permitted by law) per month of the unpaid balance, whichever is greater. 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. Submission of advertising copy and requesting placement of same within the publication shall constitute a contractual agreement. The 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. Northeast Square Dancer Magazine is published monthly.