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**Advertising Rates**

*effective September 1, 2014*

	1 issue	2 - 4 issues	5 - 8 issues	9 -11 issues	Club Rate
1.5 - 2 inches*	18.00	16.00	14.00	12.00	10.00
2.25 - 5"*	17.00	15.00	13.00	11.00	9.00
5.25 - 8"*	16.00	14.00	12.00	10.00	8.00
8.25 - 10"*	15.00	13.00	11.00	9.00	7.00

\* The ad cost is calculated by how many issues advertising, then multiply that rate times the number of inches.  
 For clubs, a 1-1/2" ad cost \$15 while a 3" ad would be \$27. The club is charged only for the months the an ad is run.

The Northeast Square Dancer is a free on-line publication available at [www.squaredance.ws](http://www.squaredance.ws).

Rates quoted are per inch, net and per insertion each month. Front cover, or guaranteed location, if available, contact us for pricing. Club rate is available to clubs only and only if all scheduled dances between September and the following August are advertised.

RATES: All rates are considered run of publication. Publication is available on-line only. Rates are for space only and normal composing and/or prepared copy. Extra charges may be made at cost for special art work, heading or composition and all work will be charge at \$25 per hour.

COMPOSITION: The magazine page size is 7" wide by 10" high. Ad copy and/or artwork should be submitted within the sizes specified. They can be full page or half-page width. No ad under 1.5" x 7" or 3" x 3.5" will be accepted. Computer files submitted must be PC compatible and compatible with any of the following formats: Adobe In-Design, Photoshop, Illustrator or Actobat. Font files, graphic files and image 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.*

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 as specified on the invoice. Any amount which has not been paid within 30 days from the date of the invoice may 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 Georgia. Our liability if we make a mistake in your ad is limited to an adjustment of the cost of the ad only.

COPY DEADLINE: The 17<sup>th</sup> of the month prior to date of publication which is the 21<sup>th</sup> of the month. July and August are a combined issue.