

DISTRIBUTION: 8,800

RATES

Layout will be a provided service that includes three revisions prior to final approval. Design of the ad is based on client provided information at signing of ad agreement. A \$15 charge for each additional revision will apply. If an additional charge is incurred, a separate invoice will be sent from Red Bird Design.

Initial _____

Photography provided by a *Reflections* photographer is complimentary for half page ads or larger. Ads smaller than a half page will incur a \$15 photography fee. A \$40 per hour fee will be charged for any additional photo shoots with a one hour minimum applied. Client should arrange for photography to allow sufficient time for processing and selection prior to deadline.

Initial _____

There will be a 10% additional charge for guaranteed placement in magazine.

Initial _____

DEADLINES

Client is responsible for providing ad materials by the dates provided. Publisher reserves the right to use old ad content if new is not provided. If Client decides to use a camera-ready ad after a charge has been incurred by designer, \$25-\$50 fee, depending on how long the design takes, will be applied for the design. Client will be invoiced by Red Bird Design.

Initial _____

BILLING CYCLE

1/2 of balance is due one month prior to publication arrival date. The remaining 1/2 will be billed after the publication has been delivered.

Failure to pay on time will result in a \$25 weekly late fee.

All billing inquiries should be sent to Suzanne Chumley, suzanne@richmondhillreflections.com

Sign _____ Date _____

CANCELLATION POLICY

All cancellations must be made within two weeks of distribution of previous magazine. Advertiser must submit in writing their notice of cancellation within the allotted time period of 14 days. Please fax cancellations to 912.459.0310 or mail them to P.O. Box 2002, Richmond Hill, GA 31324.

Initial _____

AD SIZE/POSITION	1x	3x	5x
Opposite Inside Covers	\$1885	\$1525	\$1236
Full page	\$1330	\$1077	\$875
2/3 page	\$1066	\$865	\$700
1/2 page	\$850	\$690	\$562
1/3 page	\$680	\$550	\$448
1/4 page	\$545	\$443	\$359

*Advertorial rate: \$975. Full page minimum. 1 time rate.

AD SIZE/POSITION	1x	3x	5x
Back Cover	\$2750	\$2227	\$1800
Inside Cover	\$2290	\$1855	\$1500

* Non-profit organizations receive a 10% discount for ads. Rates available upon request for insertions.

A 25\$ minimum charge to supply an ad created by *Reflections* art department to any other publication or media source.

Initial _____

ISSUE	Space Reservation Deadline	Ad Materials
Number 1 Feb.	December 9	December 15
Number 2 Apr.	February 24	March 12
Number 3 Jul.	May 4	May 17
Number 4 Sept.	July 27	August 10
Number 5 Nov.	September 28	October 12

ISSUE	Camera Ready
Number 1 Feb.	January 10
Number 2 Apr.	March 20
Number 3 Jul.	May 31
Number 4 Sept.	August 20
Number 5 Nov.	October 20

AD SPECS

- Photoshop/PSD
- Illustrator/AI
- InDesign/INDD
- PDF

**All files must be 300 DPI or higher*

**All text must be converted to outlines*

AD SIZES

- 1/4 page 3.5" x 4.875"
- 1/3 page fat 4.75" x 4.875"
- 1/3 page vertical 2.25" x 10"
- 1/2 page horizontal 7.25" x 4.875"
- 1/2 page vertical 3.5" x 10"
- 2/3 page 4.75" x 10"
- Full Page
 - Bleed 8.75" x 11.25"
 - Trim 8.5" x 11"
- Double Page
 - Bleed 17.25" x 11.25"
 - Trim 17" x 11"

AD/FILE(S)

- For files 10 megabytes (MB) and smaller, e-mail to jami@richmondhillreflections.com
- For files 10 megabytes (MB) and larger, www.yousendit.com. To login please call for assistance.

WEB RATES

Home page ad space	Advertiser: 65\$	Non-Advertiser: 85\$
Feature page	Advertiser: 55\$	Non-Advertiser: 75\$
Remaining Pages	Advertiser: 45\$	Non-Advertiser: 65\$
Rotating Ad	Advertiser: 75\$	Non-Advertiser: 95\$

*Non-profit organizations please contact Jami Pflibson, jami@richmondhillreflections.com or at 912.756.7801.

LOGO SPECS

- Vector EPS
- Illustrator/AI
- InDesign/INDD
- Photoshop/PSD/TIFF/JPG
- PDF

**All files must be 300 DPI or higher*

**All text must be converted to outlines*

IMAGE SPECS

- EPS
- PSD
- TIFF
- JPG
- PDF

**All files must be 300 DPI or higher to ensure high print quality and no pixelation. Images copied from the internet are not acceptable.*

RICHMOND HILL REFLECTIONS, INC.
P.O. Box 2002, Richmond Hill, GA 31324

Office: 912.756.7801 Fax: 912.459.0310
Email: jami@richmondhillreflections.com

Richmond Hill
Reflections

2012

ADVERTISER INFORMATION:

Agency Name: _____
Company Name: _____
Contact Person: _____
Billing Address: _____
City: _____ State: _____ Zip Code: _____
Telephone: _____ Fax: _____
Email: _____
Start: _____ End: _____

ADVERTISING CONTRACT: DEADLINE FOR CHANGES IN ADS

I understand and acknowledge that if ad materials are not submitted by the deadline, the Publisher will reprint the previous issue's advertisement and I will be responsible for payment of the ad. Acknowledgment of receipt of deadline schedule. _____
Initial

PHOTOGRAPHY

Photographic services are an added cost and will be billed in addition to cost for space. The cost for photography ranges from \$40 per hour to \$200 per hour plus, processing, and materials. Photography will be paid as incurred. _____
Initial

Deliver to (if different than billing address): _____

Advertiser Directory Listing (as you wish it to appear): _____

Total per Issue (excluding photography charges): _____

Contract Total (excluding photography charges): _____

Additions to agreement:

Initial

Advertiser agrees to purchase the following in Richmond Hill Reflections:

____ Full Page(s) @ _____ for _____ issues = _____
____ 2/3 Page(s) @ _____ for _____ issues = _____
____ 1/2 Page(s) @ _____ for _____ issues = _____
____ 1/3 Page(s) @ _____ for _____ issues = _____
____ 1/4 Page(s) @ _____ for _____ issues = _____

Agreed and Accepted by Advertiser Date

Agreed and Accepted by Richmond Hill Reflections, Inc. Date

TERMS AND CONDITIONS:

ERRORS AND OMISSIONS: Neither the Publisher nor any employee of *Richmond Hill Reflections, Inc.* is responsible for any errors in the ad copy or editorial content. *Richmond Hill Reflections, Inc.* reserves the right to refuse advertising. We assume no liability for errors or omissions by advertisers.

COPYRIGHT: *Richmond Hill Reflections* is a copyright protected publication of *Richmond Hill Reflections, Inc.* Reprint in whole is strictly prohibited. Advertiser agrees to accept any liability arising from materials provided to Richmond Hill Reflections, Inc. relevant to copyright and licensing infringements. Advertiser indemnifies *Richmond Hill Reflections, Inc.* and agrees to pay all legal fees incurred by *Richmond Hill Reflections, Inc.* for copyright infringement.

PAYMENT TERMS: Payment is due on all accounts upon receipt of invoice. Accounts not in good standing prior to publication will not be included in the publication at the sole discretion of the Publisher. Sales tax (if applicable), photography, handling, and/or shipping charges will be added at the time of invoice. Advertiser agrees to pay all legal fees by Publisher in the collection of unpaid advertising.

CANCELLATION: The Advertiser, with no delinquent payments, may cancel this contract at any time with 45 days written notice. The rate charged and amount due will be modified to fit the current rate card rate for space run to date and space falling within the 45 day cancellation. Any trade balance will revert to cash unless otherwise agreed in writing. Any other cancellation will require payment in full for entire contract amount.

PHOTOGRAPHY: Photographs taken by *Richmond Hill Reflections, Inc.*-contracted photographers are for use in *Richmond Hill Reflections* only. Copyright remains property of the photographer. Contact the photographer directly for usage rights and fees.

REAL ESTATE: All real estate advertising in this magazine is subject to the Fair Housing Act of 1968 as amended, which makes it illegal to advertise "any preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status or national origin, or an intention to make any such preference limitation or discrimination." *Richmond Hill Reflections, Inc.* will not knowingly accept any advertisement which is in violation of the law. Please be informed that all dwellings advertised in this magazine are available on an equal opportunity basis. To complain of discrimination, call HUD Toll-free at 1.800.669.9111.