



# NAPLES NEWS MEDIA GROUP

Integrity. Community. Innovation.

## HERE'S TO YOUR HEALTH MAGAZINE CONTRACT

This agreement between \_\_\_\_\_ (advertiser) and Scripps Media, Inc. dba Naples News Media Group is for the 12-month period, \_\_\_\_\_ (start date) through \_\_\_\_\_ (end date), based on a six (6) issue commitment rate of \$\_\_\_\_\_ per issue. This contract can extend beyond the one year contract date as the six (6) issues do not have to be consecutive.

### AD RATES *(all include full color, glossy)*

- Full Page \$1800 (includes article)
- Half Page \$900 (includes article)
- Quarter Page \$450 (includes article)
- Eighth Page \$225



### PREMIUM POSITIONS

*(all include full color, glossy and article)*

- Back Cover \$2500
- Inside Front \$2000
- Inside Back \$2000
- Page 3 \$2000
- Center Pages \$4000 (2 pages)

Business Name \_\_\_\_\_

Account No. \_\_\_\_\_

Physical Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Advertiser Name/Title \_\_\_\_\_

(print)

Advertiser Signature \_\_\_\_\_ Date: \_\_\_\_\_

(authorized to place ad and ensure payment of ad)

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**NNMG OFFICE USE ONLY**

A.E. Signature \_\_\_\_\_ Sales #: \_\_\_\_\_ Date: \_\_\_\_\_

NNMG Director Signature \_\_\_\_\_ Date: \_\_\_\_\_

Please read and initial the terms and conditions on the back of this agreement.



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## Terms:

1. Advertisers signing a contract ("Contract") will be billed at the rates indicated in the Contract. Advertisers who do not fulfill their original commitment will be re-billed at the level achieved.
2. Rates may be adjusted during the term of this Contract upon thirty (30) days written notice to Advertiser. Advertiser will have ten (10) days from receipt of such written notice to terminate the agreement. If no such termination notice is received by Publisher within that ten (10) day period, the new rates shall become effective twenty (20) days later.
3. Advertiser agrees to pay a finance charge of 1.5% per month, 18% annually, on any balance more than sixty (60) days overdue.
4. The Publisher reserves the right to reject or cancel any advertisement at any time.
5. Advertising space cancelled after deadline will be billed at the rate outlined in the Contract.
6. Changes requested by Advertiser that require additional composition once original copy is set will be charged at a rate of \$50 per hour for the revised ad.
7. Advertisements are accepted to run on a Run of Paper ("ROP") basis. Should advertiser request a guaranteed position, Publisher shall charge an additional 50% of the cost of the ad.
8. Advertiser or Advertiser's agent is solely responsible for the content of all advertisements and shall indemnify, defend and hold harmless Publisher from any claim or lawsuit arising out of advertisements.
9. The intellectual property rights to all advertising material, which shall include the creative effort, illustrations, labor, composition or other materials furnished by the Publisher, shall be the property of Publisher. Advertiser shall not authorize photographic or other reproduction in whole or in part, of any advertisement for use in any other medium without the express written consent of Publisher.
10. Advertiser agrees to pay all costs incurred by Publisher for collecting any amounts not paid per the terms of this Contract, including reasonable attorney's fees and penalties.
11. In no event shall Publisher be liable to advertiser for any incidental, consequential, indirect or special damages of any nature whatsoever, including, without limitation, lost business profits arising out of the publication of the advertising hereunder, delays or failures in publication, or damages to any documents or other property of advertiser, whether in contract or in tort or under any warranty theory, in negligence or otherwise, even if Publisher has been previously advised of the possibility of such damages. In no event shall the Publisher be liable to Advertiser for any damages, direct or otherwise, in excess of the total amount paid by advertiser to Publisher during the term for publication of advertisements hereunder.
12. Collier County, Florida shall be the place of venue for any action to enforce this contract or collect the monies due there under.

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(Initial)