

DISPLAY ADVERTISING CONTRACT

Advertiser: _____
 Advertiser contact: _____
 Mailing address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____

Agency: _____
 Agency contact: _____
 Mailing address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____

Display Advertising Rates (per issue)					Starting Issue: _____, Ending Issue: _____						
Ad Size	Type	6 x	3 - 5 x	1 - 2X	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan	
2 Page Spread	15-1/2 W x 9-1/4 H	4 Color	\$ 3,368	\$3,641	\$ 3,962						
Back Cover	7-1/4 W x 7-1/4 H	4 Color	\$ 2,340	\$ 2,629	\$ 2,972						
Inside Front/Back Cover	7-1/4 W x 9-1/4 H	4 Color	\$ 2,083	\$ 2,341	\$ 2,645						
Full Page	7-1/4 W x 9-1/4 H	4 Color	\$ 1,884	\$ 2,113	\$ 2,392						
Half Page	3 1/2 W x 9 1/4 H or 7 1/4 W x 4 1/2 H	4 Color	\$ 997	\$ 1,115	\$ 1,343						
Quarter Page	3-1/2 W x 4-1/2 H	4 Color	\$ 584	\$ 668	\$ 788						
Marketplace Rates (annual)			Annual Rate	Starting Issue	Ending Issue			Desired Heading			
Display Box	1 col x 1-1/2 in	B & W	\$595 / year								
Display Box	1 col x 1-1/2 in	4 color	\$800 / year								
Banner Ad on AnswerStat.com (annual)						Starting Month	Ending Month	Annual Rate			
Web address											
Web address											
Web address											
Web address											

Payment is due by the date of invoice; late fees and/or collection fees will be assessed and owed on past due balances. Publisher reserves the right to withhold further advertisements on past due accounts. The printed rates on this sheet apply to the ad selected; handwritten prices are void unless expressly approved by the publisher. Agency discounts do not apply. Advertiser is responsible for meeting deadlines, for informing publisher in writing of any change in artwork, and for the full amount of the insertion whether or not space is utilized, as well as for payment of all insertions and contracted amounts. If artwork is not provided by the deadline, a prior ad will be substituted. If the wrong size or type of ad is sent, advertiser will be billed for the contracted amount or for the size or type sent, whichever is greater. Ad space can be cancelled only prior to the space reservation deadline; frequency contracts must be used within 12 consecutive months, but can be cancelled with a 75% penalty for remaining ads. See website for requirements of ad materials and deadlines. Any production charges will be billed to the advertiser. Position of advertisements shall be under the exclusive discretion and control of Publisher. Advertiser assumes all responsibility for ad content, specifically warrants that all photographs and endorsements are covered by valid written consents, and shall indemnify and hold the publisher harmless from liability of any kind whatsoever, resulting from the publication thereof, including reasonable attorney's fees and other associated costs of litigation. Advertiser permits Publisher to make contact by phone, fax, or email regarding this and possible future advertising. I understand that this contract is binding and is valid only when signed and received in the Publishers' office.

Authorized Signature: _____ Title: _____ Date: _____

E-mail Invoice or Charge my credit card: Visa Master Card Amex

Name on Card: _____ Card Number: _____

Address Your Statement is Sent to: _____ Zip: _____

Signature: _____ Expiration Date: _____