

Advertising Contract for *Life at Ken-Caryl*

Bi-Weekly Newspaper of the Ken-Caryl Ranch Master Association

7676 S. Continental Divide Rd. ● Littleton, CO 80127 ● 303-979-1876, ext. 122 ● Fax: 303-972-1272

Kristen Peterka, Editor & Communications Director ● kristenp@kcranch.org ● www.ken-carylranh.org

Check payable to: KCRMA Credit card (fee applies) and e-check accepted online for established accounts.

Name of Business: _____ Contact Name: _____

Mailing Address: _____ Suite: _____ City: _____ State: _____ Zip: _____

Email*: _____ Phone #: _____

** The monthly billing statement will be sent to this email address unless you request mailed paper statements.*

Special Instructions (if applicable):

In how many issues over the next year do you want to run your ad?

(Enter a number between 1 and 26) _____

What issue date do you want to start? _____

What frequency do you want to run your ad? Note: Our newspaper is published every two weeks. **Rate Per Issue:** _____

Every issue Every other issue Monthly One time Client-specified schedule

What size ad do you want? 1/32 1/16 1/8 1/4 1/3 1/2 Full Page Flyer Insert

Color Premium for Back Page or Center Spread

Our newspaper is primarily black and white, but a limited number of color advertising spots are available for a premium on the center spread (all ad sizes) and back page (full-page ads only). Space for color ads is on a first come, first served basis. If you want a color ad, you pay the regular ad rate plus a premium:

- I agree to pay \$150 extra per issue for a full-page ad on the back page with full color.
- I agree to pay \$90 extra per issue for a full-page ad on the back page with a single spot color.
- I agree to pay \$130 extra per issue for a full-page ad on the center spread with full color.
- I agree to pay \$80 extra per issue for a half-page or smaller ad on the center spread with full color.

Terms and Conditions

1. All rates and policies are subject to change or termination upon 14-day notice by the publisher.
2. All advertisements contracted for must be placed within one year of the first advertisement.
3. Advertiser must submit all new ad materials, changes to existing ads, and cancellations in writing to the publisher by the stated deadline.
4. Advertiser is responsible for paying an additional fee of not less than \$50 for significant changes to ads if requested after the deadline date.
5. Advertisements and inserts contracted for but not received or cancelled by the deadline date will result in normal charges to the advertiser as if the ad or insert had been placed.
6. For new advertisers, payment for the first two ads must be made at the time contracted.
7. Billing will occur monthly in advance via email unless the advertiser requests a mailed paper statement.
8. Advertising payment is due by the 20th of each month. If payment is not received by the due date, the ad may not run in the following issue and the contract may be cancelled. A \$10 fee will be assessed each month until the account is brought current.
9. In the event of advertiser default, the publisher will cancel the contract until the account is current.
10. A fee of \$25 will be assessed for cancellation of the contract by the advertiser as well as a rate adjustment on prior advertising, equal to the difference between the full and discounted rate.
11. In the event of default, defaulting party agrees to pay all costs resulting from default including cost of collection and legal fees.
12. Advertiser agrees to pay an additional fee for inserts short of 4,700 or weighing more than .4 ounces each.
13. We do not guarantee placement of ads on requested page locations, unless the back page or center spread color premium is paid.

Advertising Policy

Ads will only be accepted for publication with this signed contract. All advertising in *Life at Ken-Caryl* is placed on a space-available basis and subject to any requirements and fees imposed from time to time by the Ken-Caryl Ranch Master Association (publisher). The publisher reserves the right to allow advertising at no charge or to refuse any advertising that, at its sole discretion, is determined not to be in the best interest of its readers or business policies. The publisher reserves the right to refuse service to a business that has previously been in default and to require full payment of advertising in advance from an advertiser who has been delinquent in making payments previously. The publisher assumes no liability for typesetting or printing errors on ads approved by the advertiser. In the event of errors by this paper, corrections will be run at no cost to the advertiser in the next available issue. We accept responsibility for errors solely in the first issue in which they appear. It is the responsibility of the advertiser to notify the publisher of any errors prior to the deadline date for the next issue in which the ad is to appear again. The publisher assumes no liability for camera-ready ads that do not meet size and/or quality requirements. When ad-to-copy ratio is met, the publisher reserves the right to close the issue to any or all incoming advertisements prior to the stated deadline. Billing is conducted in advance through a monthly email statement unless the advertiser requests a mailed paper statement. Acceptance of advertising in *Life at Ken-Caryl* does not constitute an endorsement of the products or services advertised. Newspapers, not tear sheets, are sent to each advertiser. Residents wishing to advertise must be in good standing with the Ken-Caryl Ranch Master Association. The below-signed client hereby agrees to adhere to this policy, terms and conditions, and guarantees payment of all sums due pursuant to the terms of this agreement.

▶▶ _____ ◀◀ _____
Signature of Individual Responsible for Ad Payments Date Signed

Office Use Only:		Renewal	New	Start Date	Acct #			
1.	4.	7.	10.	13.	16.	19.	22.	25.
2.	5.	8.	11.	14.	17.	20.	23.	26.
3.	6.	9.	12.	15.	18.	21.	24.	