

# NEW ENGLAND BRIDE

A DIVISION OF NEW ENGLAND BRIDE, INC.

29 Durham Drive  
 Lynnfield, MA 01940  
 phone: (800) 241-5458  
 Toll Free fax: 1-(888) 226-0037  
 web: NewEnglandBride.com

**AISLE STYLE ADVERTISING RATES & AGREEMENT (#H – eff. 10/25/09) A/P: \_\_\_\_\_ A/E: \_\_\_\_\_ A/N: \_\_\_\_\_**

**STEP 1A COMPLETE ADVERTISER INFORMATION**  
 Bill to: \_\_\_\_\_ Advertiser: \_\_\_\_\_ Agency \_\_\_\_\_ Verbal Date: \_\_\_\_\_  
 Send Bills To: \_\_\_\_\_ AP Phone: (\_\_\_\_) \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ FAX#: (\_\_\_\_) \_\_\_\_\_  
 Advertiser: \_\_\_\_\_  
 Contact/Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

**STEP 1B COMPLETE AGENCY INFORMATION**  
 Accts Payable: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ FAX #: (\_\_\_\_) \_\_\_\_\_  
 Agency: \_\_\_\_\_  
 Contact/Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

**STEP 2.** Initially your ad size and frequency here. You are billed at the open rate. 12-Time DISCOUNTED RATES are earned if each issue's payment plus ad prep is received by each issue's closing date. 12-TIME rates require all 12 consecutive issues. All ad schedules are non-cancellable. Rates are net and not commissionable and subject to change without notice.

| Initial Size | AD SIZE  | SHAPE      | OPEN Rate/issue | 12-Time/Issue | 1-Time Prep | You Get One 4/C or B/W photo/logo in Base Prep<br>Extra 4/C PHOTOS/LOGOS _____ X \$100/ea = \$ _____ |
|--------------|----------|------------|-----------------|---------------|-------------|--|
|              | 1/2 page | Horiz only | \$1150          | \$790         | \$400       |  |
|              | 1/4 page | Horiz only | \$575           | \$395         | \$250       | Extra B/W PHOTOS/LOGOS _____ X \$50/ea = \$ _____  |
|              | 1/8 page | Horiz only | \$395           | \$275         | \$150       |  |

**Ad to be prepared by:** \_\_\_\_\_ Publisher \_\_\_\_\_ Agency –OR– Pick up from \_\_\_\_\_ issue. **BASE AD PREP \$ \_\_\_\_\_ TOTAL PREP \$ \_\_\_\_\_**  
 (Agency supplied ads must comply with our ELECTRONIC AD SPECIFICATIONS in effect when each ad is submitted. Contact our art department prior to shipment.)

- NOTES:** 1. All ads can run in B/W, 2 or 4 Color. COVERS are not available at these rates published. You qualify for FREE editorial services if you run ads in 12 consecutive issues and you prepay each issue by the closing date, and have at least 6 issues left to run on your schedule.  
 2. DISCOUNTS: Payment for 1<sup>st</sup> ad and ad prep due with this agreement. Payment for future issues is due by closing date to earn 3,6,12-time discounted rates.  
 3. The ad prep listed is for each publisher-produced ad plus each extra photo and logo used.

**WEB** www. \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**STEP 3** Circle your issues here and add total # of issues. Prepayment discount date is same as closing date or last business day. Dates subject to change without notice.

| MONTH             | JAN     | FEB     | MAR     | APR     | MAY     | JUN     | JUL     | AUG     | SEP     | OCT     | NOV     | DEC     | # of Issues: |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|
| Enter YEAR:       | 201____ | 201____ | 201____ | 201____ | 201____ | 201____ | 201____ | 201____ | 201____ | 201____ | 201____ | 201____ | _____        |
| Ads Close on:     | 11/1    | 12/1    | 1/1     | 2/1     | 3/1     | 4/1     | 5/1     | 6/1     | 7/1     | 8/1     | 9/1     | 10/1    |              |
| Materials Due     | 11/10   | 12/10   | 1/10    | 2/10    | 3/10    | 4/10    | 5/10    | 6/10    | 7/10    | 8/10    | 9/10    | 10/10   |              |
| Approx Mail Date: | 12/15   | 1/15    | 2/15    | 3/15    | 4/15    | 5/15    | 6/15    | 7/15    | 8/15    | 9/15    | 10/15   | 11/15   |              |

|  |   |   |
|--|---|---|
| <b>Business Category:</b> _____ see list at <a href="http://www.newenglandbride.com/Categories.asp">www.newenglandbride.com/Categories.asp</a> | <b>Directory Listing:</b> _____ see list at: <a href="http://www.newenglandbride.com/Categories.asp">www.newenglandbride.com/Categories.asp</a> | <b>1<sup>st</sup> Issue to Run:</b> _____ <b>Last Issue To Run:</b> _____<br>Ads sold subject to availability. Call for confirmation. |
|--|---|---|

**STEP 4 BILLING TERMS & ACCEPTANCES:** I UNDERSTAND THAT I WILL BE BILLED AT THE OPEN RATE, that this is a non-cancellable agreement, and that I am eligible to earn substantial prepayment discounts if I prepay each issue in advance by each issue's prepayment due date. There are no refunds for canceled ads. I UNDERSTAND that if my account is not fully paid, INCLUDING ANY UNPAID AD PREP OR OTHER CHARGES by the prepayment due date, I agree to pay the open rate for that issue, but I can earn prepayment discounts on future ads. **I have read and accept the online Advertising Terms & Conditions.** I acknowledge receipt of a copy of this signed agreement. The Publisher reserves the right to terminate this contract at his sole discretion if, in his sole judgment, continuing this schedule is detrimental to the Publisher, his readers, and/or other advertisers. I understand that invoices and statements will be emailed to me for payment.

**FOR ADVERTISER:**  
 Print name: \_\_\_\_\_  
 Signed and Sealed: \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_  
 Home Phone: (\_\_\_\_) \_\_\_\_\_

**FOR AGENCY:**  
 Print name: \_\_\_\_\_  
 Signed and Sealed: \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_  
 For New England Bride, Inc.: \_\_\_\_\_

(For Office Use: acmgr: \_\_\_\_\_ tnotes: \_\_\_\_\_ sch: \_\_\_\_\_ inv: \_\_\_\_\_ cc: \_\_\_\_\_ ACT ID #: \_\_\_\_\_)

Title: \_\_\_\_\_ Date: \_\_\_\_\_