

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

Wedding Directory Advertising Rates & Agreement (#K - eff. 9/15/09)

Rep: _____ Acct #: _____

MAIL TO ADDRESS ABOVE OR FAX TOLL FREE to your Account Executive at: 1-888-226-0037

Your Wedding Directory Ads Could Be FREE! SAVE \$1000's with exclusive BONUSES only from NE Bride!

SAVE Up 20% ... off the regular booth price for all of our 2009/10 New England Bride Comes To Life Bridal Shows.

SAVE Up 20%... off the regular display ad rates in all of our 2009/10 Custom Reception Facility Brochure Programs.

<p>STEP 1A: YOUR COMPANY'S INFORMATION Verbal Date: _____</p> <p>Advertiser: _____</p> <p>Contact/Title: _____</p> <p>Address: _____</p> <p>City: _____ ST: _____ ZIP: _____</p> <p>Customer Phone #: (_____) _____ EXT: _____</p> <p>Send Bills To: _____ Ph #: (_____) _____</p> <p>Web Site: www. _____</p> <p>Email: _____</p>	<p>STEP 1B: YOUR AGENCY'S INFORMATION</p> <p>Agency: _____</p> <p>Contact: _____</p> <p>Title: _____</p> <p>Address: _____</p> <p>City: _____ ST: _____ ZIP: _____</p> <p>Phone: (_____) _____ EXT: _____</p> <p>Email: _____</p> <p>Call 800-241-5458 for Agency Design Specifications.</p>
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STEP 2: What size ad to you want? DIRECTORY ADS ARE SOLD on a yearly basis and each ad is placed in ONE business category. You are billed at the open rate each month. Save up to 20% if we receive each issue's payment by each issue's closing date. Save an additional 5% if you pre-pay for 12 months in advance.

CHECK ONLY 1 AD SIZE	12-TIME RATE	OPEN RATE	DISPLAY AD DIMENSIONS	DISPLAY AD 1-TIME PREP	MONTHLY LEADS	SAVE 20% OFF SHOWS & /BROCH	USE BRIDAL BONUS	FREE ONLINE AD
<input type="checkbox"/> 2" Display Ad	\$ 189 / month	\$ 235 / mo	2" high x 2.25" wide	\$ 75	YES	YES	YES	YES
<input type="checkbox"/> 1" Display Ad	\$ 119 / month	\$ 150 / mo	1" high x 2.25" wide	\$ 50	YES	YES	YES	YES
<input type="checkbox"/> Word Listing	\$ 99 / month	\$ 125 / mo	120 Characters	\$ 0	NO	NO	YES	YES

NOTES: Online ads begin IMMEDIATELY upon receipt of 1st payment. Your magazine ad starts in the 1st available issue after your payment. Payment for 1st ad and any 1-time display ad prep are due with this agreement. All Directory display ads can run in full 4-Color at no extra charge. If you buy a listing you must enter your 120-character word listing online after we have set up your online account manager link. You are responsible for the accuracy of your contact information and listing copy via your online account manager. Payment by credit card requires payment of at least of 3 issues at time.

STEP 3: In which 3-digit business category do you want your ad in? ___ / ___ / ___ See list at: www.newenglandbride.com/Categories.asp

STEP 4: My display ad will be designed by? You. My ad prep is included with my 1st payment. My Ad Agency listed above.

STEP 5: I will pay by: Check #: _____ Cash AMEX DISC MC Visa (Min 3 months for Credit Card)

Credit card #: _____ - _____ - _____ - _____ **Charge My Credit Card Today A Total of: \$ _____**

Exact name on credit card: _____ Exp Date: ___ / ___ / ___ 3 Digit Sec. Code: ___ / ___ / ___

Exact address on statement: _____ City: _____ ST: ___ Zip: _____

STEP 6: BILLING TERMS & ACCEPTANCES: Sign Below. 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 pre-payment 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 pre-payment due date, I agree to pay the open rate for that issue, but I can earn pre-payment 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. Rates are not commissionable and subject to change without notice.

FOR ADVERTISER:

FOR NEW ENGLAND BRIDE, INC

Print name: _____

By: _____

Signed and Sealed: _____

Title: _____ Date: ___ / ___ / ___

Title: _____ Date: ___ / ___ / ___

Home Phone: (_____) _____

(For Office Use: acmgr:___ tnotes:___ sch:___ inv:___ cc:___ ACT ID #: _____)