

# 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

## DISPLAY ADVERTISING RATES & AGREEMENT (#Q – eff. 9/1/11) 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.** Circle 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.

AD SIZE	SHAPE	OPEN	3-TIME	6-TIME	12-TIME	1-Time Prep	(1-Time Prep Includes one 4/C or B/W photo/logo)
Full page	.....	3560	3175	2795	2095	750	Extra 4/C PHOTOS/LOGOS ____ X \$100/ea = \$ _____
1/2 page	horiz only	2255	2015	1695	1395	500	Extra B/W PHOTOS/LOGOS ____ X \$50/ea = \$ _____

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:

- 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.
- 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.
- The ad prep listed is for each publisher-produced ad plus each extra photo and logo used.

WEBSITE [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:
Add 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 Deadline	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	

Business Categories: \_\_\_\_\_ Directory Listing Category: \_\_\_\_\_ 1<sup>st</sup> Issue to Run: \_\_\_\_\_  
(Choose from Business Category List) (Choose 3-digit codes from Directory List)

Last Issue To Run: \_\_\_\_\_

**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. I also request a free subscription. 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.

#### FOR ADVERTISER:

Print name: \_\_\_\_\_  
Signed and Sealed: \_\_\_\_\_  
Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Home Phone: (\_\_\_\_) \_\_\_\_\_  
For New England Bride, Inc.: \_\_\_\_\_

#### FOR AGENCY:

Print name: \_\_\_\_\_  
Signed and Sealed: \_\_\_\_\_  
Title: \_\_\_\_\_ Date: \_\_\_\_\_

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