



CAPE ANN PLEIN AIR October 5-13, 2024

CAPA Program Book Advertising

ADVERTISER _____

CONTACT _____

ADDRESS _____

PHONE # _____

FAX # _____

EMAIL _____

WEBSITE _____

Ad Size Dimensions & Rate *(please check appropriate box)*

- QUARTER PAGE** ~ 2.25" X 3.75"(vertical) \$300
- HALF PAGE** ~ 4.5" X 3.75" (horizontal) or 2.25" X 7.75" (vertical) \$500
- FULL PAGE** ~ 4.5" X 7.75"(non-bleed)/5.5" x 8.625" (bleed; trim is 5.25" x 8.375") \$900
- FIRST PAGE** ~ 4.5" X 7.75"(non-bleed)/5.5" x 8.625" (bleed; trim is 5.25" x 8.375") \$1150
- INSIDE FRONT or BACK COVER** ~ 4.5" X 7.75"(non-bleed)/5.5" x 8.625" (bleed; trim is 5.25" x 8.375") \$1250
- BACK COVER** ~ 4.5" X 7.75"(non-bleed)/5.5" x 8.625" (bleed; trim is 5.25" x 8.375") \$1550

TOTAL COST OF AD \$ _____

DESIGN FEE (IF APPLICABLE - \$25) \$ _____

DEPOSIT (1/2 TOTAL COST) \$ _____

PAYMENT IN FULL \$ _____

PAYMENT METHOD CHECK Payable to Cape Ann Plein Air CREDIT CARD

PLEASE NOTE: If paying via credit card, advertiser authorizes Cape Ann Plein Air to process payment upon execution of advertising agreement. If by check, and approved by Publisher, payment is due upon receipt of invoice.

CREDIT CARD # _____ CVV _____

EXPIRATION DATE _____

CARD HOLDER'S NAME _____

BILLING ADDRESS _____

SIGNATURE X _____

Please note: This Contract is subject to all provisions of the CAPA rate card in effect on the date this contract is signed. Advertisers and advertising agencies assume liability for all content (including text, graphics, and representations) of advertisements printed, and assume liability for any claims arising there from made against the publisher and further agree to indemnify publisher for any damages incurred by publisher resulting from such claims. The publisher reserves the right to reject any advertising, which he/she feels is not in keeping with publication standards. All copy subject to publisher's approval.

Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with publisher's announced policies. No portion of the publication issue may be reproduced in any form without the written permission of the publisher.

Publisher Liability: Publisher will use reasonable precautions to protect printing materials but will not be liable for loss or damage. Film and materials will only be returned upon written request otherwise it will be inventoried for one year after most recent use. Publisher assumes no liability for omissions or errors in advertisement upon customer's written confirmation of proof. It is agreed that no other liability should arise between the advertiser and the publisher because of this advertising contract.

Payment and Changes: No changes will be accepted after submission close dates. All invoices are due and payable upon receipt. Customer agrees to review advertisement and confirm satisfaction or dissatisfaction in writing, within seven business days from receipt. If Cape Ann Plein Air does not receive such documentation within the said time frame, the customer is liable for payment, and the publisher assumes no liability for omissions or errors in advertisement. A 2% late charge will be assessed monthly on all balances 30 days past due. Customers will receive an invoice with advertisement proof.

I have read the above and agree to the terms and conditions set forth by Cape Ann Plein Air.

SIGNATURE X _____

PRINT NAME _____

TITLE _____

DATE _____

Submit ad materials via email to sharper21a@msn.com. Press-optimized PDF files are preferred. Make sure that all fonts are embedded, and all colors and graphic elements are CMYK (4-color process) and high- resolution (300 dpi) prior to creating the PDF. If color accuracy is a priority, also provide reproductive proof of professional quality.

Material Deadline: June 15, 2024

For further information, please contact Mike Storella at 781-710-2475

Please mail or email this form with ad copy and payment to:

Cape Ann Plein Air, P.O. Box 571, Essex, MA 01929 • email: sharper21a@msn.com