

THE SUMMATION WEEKLY



This Community Newspaper is a publication of Escambia / Santa Rosa Bar Association

Color Rates:

Color talks. Color sells. Color adds life to everything we see. Color ads sell 43 percent more than the same ads in black and white. (on average)

One Color: \$20

Two Color: \$400

Three Color: \$50

Color by the inch: \$2 per color, per column inch

RETAIL AD MEASUREMENTS

Column width

Columns	Inches
1	1.96
2	3.92
3	5.88
4	7.84
5	9.80
full page	20.00

Advertising Rates:

With options to fit any advertising budget, The Summation Weekly offers a wide variety of marketing solutions. All rates are per inch and are subject to change without notice.

Economy Display Rates

2 column x 2" – \$26.78 per week for 6 consecutive weeks with no changes.

inches	1-time	4-time	8-time	12-time	25-time	37-time	50-time
2-19"	\$20.30	\$19.05	\$18.30	\$17.45	\$16.40	\$15.20	\$13.60
20-39"	19.35	18.20	17.50	16.60	15.60	14.50	13.00
40-60"	18.40	17.30	16.55	15.80	14.80	13.75	12.60

60-79" See Account Executive for details

80-100" See Account Executive for details

*National Rate: \$11.00 per inch, net

To advertise, call 850-433-1166 ext. 27

SPECIAL SMALL BUSINESS & RESTAURANT RATES

3x5
\$75 per week

2x4
\$30 per week

2x3
\$25 per week

2x2
\$20 per week

Rates include full color
12 week commitment required

Photos and screens are 300dpi and 100 lines per inch. Advertisers preparing their own camera-ready art should ask their account executive for detailed mechanical specifications.

Deadline Information:

Guaranteed Space (5 days prior to release).....Thursday 5pm

Ad CopyFriday 5pm

Camera Ready (non proof ads) per available space.....Friday, noon

Distribution DateEvery Wednesday

Premium advertising positions

All advertising purchased is positioned as "run of the paper" (R.O.P)

Guaranteed positioning is available for 25 percent of total cost. Some restrictions apply.

All preferred positions are subject to the editor's approval.

Sending electronic ads

Send electronic ads by email to: guy@ballingerpublishing.com

Preprints and Inserts

Expand your message with an insert. You can either supply your inserts preprinted, or we can produce and print the insert from start to finish. Ask your account executive for more information.

Insertion Rates

Up to 8 pages.....\$250 per 1,000

More than 8 pages.....\$300 per 1,000

Contact Us:

41 N. Jefferson St., Ste. 402
Pensacola, Florida 32502

Sales Manager:

Malcolm Ballinger
850-433-1166 ext. 27
malcolm@ballingerpublishing.com

Administrator

Na'Shanda L. Edwards
850-433-1166 ext. 25
legals@ballingerpublishing.com

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2015/2016

Advertising Agreement

Date _____

Advertiser _____

Address _____

Phone _____

Email _____

Credit Card:

(circle one)

number: _____

expiration date: _____

code: _____

sign here

Ad Composition is \$25 minimum

Email your ad copy to
Guy@ballingerpublishing.com

_____	x	_____	=	_____	x	_____	+	_____	=	_____
Columns		Inches		Total Inches		Cost per Inch		Color		Cost Per Ad
Number of Insertions		<input type="text"/>		Color Selection		<input type="text"/>		Ad Composition		<input type="text"/>

Notes _____

Date of Insertions (Must list all dates the ad will run)

Email your high resolution pdf to guy@ballingerpublishing.com

Ad deadline

Terms and Agreement

Publisher is authorized to insert advertising for the undersigned, hereinafter known as the Advertiser, and to run the amount of space and number of insertions at the price stipulated above. Advertiser agrees to pay on proof of publication and presentation of bill according to the terms stated above. All copy submitted shall be subject to publisher's approval and Advertiser is to have the privilege of seeing a proof, if so desired. Any changes other than typographical work necessary to make the change, artwork and special camera work, will be paid for by the Advertiser when ordered. Failure to give ad approval by deadline will result in advertisement being run "as requested" or the previous week's ad will be run. This contract shall be noncancelable except by mutual consent, in which case space shall be paid for at the rates earned up to the time of cancellation. In the event of cancellation the Advertiser pays any expenses incurred in the sale of this space and processing of the advertising to be used therein. Publisher will not be responsible for any space, copy, position, color, number of pages, etc., not otherwise noted in this agreement. In order to induce Ballinger Publishing to extend credit for advertising to the applicant identified above and in consideration of Ballinger Publishing extending credit to the above applicant for publishing any advertising materials after this date at the request of applicant or its authorized agents, the undersigned guarantor hereby personally guarantees unconditionally and irrevocably prompt payment of any sums now or hereafter owed Ballinger Publishing for advertising or related work performed at the request of applicant of its authorized agent, whether said sums are or will be due Ballinger Publishing shall not be obligated to notify the undersigned guarantor of the dates or amounts of any such credit, and the undersigned guarantor waives demand, notice of default, and extension of time or other forbearance which may be extended by publishers. Guarantor agrees and promises to pay a late charge fee of 1 1/2 PERCENT PER MONTH (ANNUAL PERCENTAGE OF 18%) on any unpaid past due balance. This guaranty shall continue in force until notice in writing sent by registered or certified mail, return receipt requested, is received by Ballinger Publishing 41 North Jefferson Street, Suite 402 Pensacola, Florida 32502— 850/433-1166 Fax 850/435-9174. Attention: Credit Manager. Said notice is to specify the date on which the guaranty is to be terminated; said date not to be less than seven (7) days after the described notice is received. A late payment penalty of 1 1/2 percent per month will be added to account balances 30 days past due. All invoices are due and payable within 30 days from date of invoice.

Ballinger Publishing reserves the right to edit or reject materials deemed inappropriate.

Advertiser's Authorized Signature

Advertiser's Authorized Signature (Printed)

Account Executive's Signature

Date: _____

Ballinger Publishing • 41 North Jefferson Street • Suite 402 • Pensacola, Florida 32502
850-433-1166 • Fax: 850-435-9174