

NEW ENGLAND BRIDE

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. 6/28/11) 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. Initial 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 Extra 4/C PHOTOS/LOGOS _____ X \$100/ea = \$ _____ Extra B/W PHOTOS/LOGOS _____ X \$50/ea = \$ _____
	Full Page	Incl bleed	\$1,150	\$795	\$750	
	1/2 Page	Horiz only	\$795	\$595	\$500	
	1/4 page	Horiz only	\$575	\$395	\$250	
	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 BW, 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 1st ad and ad prep due with this agreement. Payment for future issues is due by closing date to earn 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	

Business Category: _____ see list at www.newenglandbride.com/Categories.asp	Directory Listing: _____ see list at www.newenglandbride.com/Categories.asp	1st Issue to Run: _____ Last Issue To Run: _____ Ads sold subject to availability. Call for confirmation.
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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 Office Use: acmgr: _____ sch: _____ inv: _____ cc: _____ ACT ID #: _____)

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