



DISPLAY ADVERTISING CONTRACT INFORMATION

FLORIDA LEAGUE OF CITIES

P.O. Box 1757 • 301 South Bronough Street, Suite 300 (32301)

Tallahassee, Florida 32302-1757 • (850) 222-9684 • Fax (850) 222-3806

Advertiser's Name _____

Product Advertised _____

Billing Information (name & company or agency) _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

Fax _____ Email _____

Contact's Name _____

Company _____

Mailing Address (if different from above) _____

City _____ State _____ Zip _____ Phone _____

Fax _____ Email _____

PAYMENT: First time advertisers must make payment for their first advertisement at the time advertising materials are submitted (by material closing date). All subsequent ads must be paid for within 45 days of invoice date.

CANCELLATION: No cancellations accepted after closing date for material. In the event advertising copy is not received by material closing date, advertiser will still be responsible for the cost of contracted space.

SPACE ORDERED: DISPLAY(check ad size)
Ad sizes are listed on back of contract.

Full Page _____

2/3 Page _____

1/2 Page (H or V*) _____

1/3 Page _____

1/4 Page (H or V) _____

1/8 Page _____

1/12 Page _____

*H = Horizontal, V = Vertical

INSTRUCTIONS: (special instructions, if applicable)

Center Spread _____

Black & White _____ 4-Color (CMYK) _____

Run same copy each insertion _____

New copy each insertion _____

Special instructions _____

AGENCY COMMISSION: 15% of gross billing to agencies recognized by *Quality Cities* if payment is received in our office within 45 days of the invoice date.

PREPAID DISCOUNT: 5% on payment with contract.

**All Regulations and Rates shown in the
QUALITY CITIES Advertising Rate Card and on
the reverse of this contract apply.**

Check Months of Insertions:	Year
<input type="checkbox"/> January/February	____
<input type="checkbox"/> March/April	____
<input type="checkbox"/> May/June	____
<input type="checkbox"/> July/August	____
<input type="checkbox"/> September/October	____
<input type="checkbox"/> November/December	____

DEADLINES: 15th of month, preceding date of issue.
Reservation and material closing date for July/August
conference issue: June 1.

Total number of insertions _____ at \$ _____ per insertion.

Total payment of contract \$ _____

Payment enclosed _____ yes _____ no

or

Credit Card Information: Amount \$ _____

Card Name: Visa Master Card

Account # _____

Exp. Date _____ Card Issued by _____

Phone # _____

Return to:

Florida League of Cities, P.O. Box 1757

Tallahassee, Florida 32302-1757

By _____

(Please type or print)

Signature _____

Date _____

Contract and Payment Policies

Each company will be required to sign a *Quality Cities* advertising contract before the first ad appears in *Quality Cities* and at the beginning of each new contract year.

Any advertising account that becomes 60 days past due will automatically forfeit further advertising until the account is brought up to date.

If payment for an advertisement is not received within 45 days of the invoice date, the advertising account shall be deemed past due and the account balance shall bear interest at the highest rate allowable under the laws of Florida from such time until paid. If the advertising account becomes past due and this order has received a discount because of the number of advertisements ordered, then the discount shall be reduced to reflect the actual advertisements run and the resulting increase in the advertising rate shall be deemed past due. In the event suit shall be brought for the collection of any past due account, or the same has to be collected upon the demand of an attorney, the advertiser and, if applicable, the advertising agency agree to be held jointly and severally liable to pay all costs, including reasonable attorney's fees, whether or not suit is brought, incurred by *Quality Cities* in collecting the overdue account. Venue for any action brought to collect an overdue account shall be in Leon County, Florida.

Quality Cities reserves the right to reject any advertisements.

Advertising Material

Supply in order of preference:

Adobe PDF (preferred) – Press quality, fonts embedded, with bleeds and crop marks if needed.

Digital – High-resolution TIFF/PSD/JPEGS may be sent on CD or DVD, by email or via your FTP site. Files must be flattened, no layers or live text.

Adobe InDesign – Please use the Package feature in InDesign to collect all fonts and linked art files. Do not embed art files in your InDesign document.

Files are accepted in Mac or PC format (Opentype fonts only).

If you do not use the above application, please contact Stewart Nelson at (850) 701-3663 or email snelson@flcities.com.

Trim Size: 8.5" x 11"

Quality Cities Ad Sizes

STANDARD UNIT SIZES (in inches)

2 Page Spread.....	15 7/8 x 9 1/4
1 Page.....	7 1/4 x 9 1/4
2/3 Page.....	4 3/4 x 9 1/4
1/2 Page (H).....	7 1/4 x 4 3/8
1/2 Page (V).....	3 3/8 x 9 1/4
1/3 Page.....	2 1/4 x 9 1/4
1/4 Page (H).....	4 3/4 x 3 5/8
1/4 Page (V).....	3 3/8 x 4 3/8
1/8 Page.....	2 3/16 x 3 5/8
1/12 Page.....	2 3/16 x 2 3/16

BLEEDS (.25")

2 Page Spread.....	17 1/2 x 11 1/2
1 Page.....	9 x 11 1/2

Mechanical Charges Rebilled to Advertiser

1. Cost of forwarding advertising material by express mail, overnight or special handling.
2. Cost of all preparatory work, design and composition.

All supplied advertising material will be destroyed within one year after last use unless previously instructed otherwise.

NOTE: Orders accepted are subject to rate change upon 90 days notice from the publisher. However, contracts may be canceled at the time the change in rate becomes effective without incurring short rate adjustment, provided the contract rate has been earned up to the date of cancellation.