



P.O. Box 357 • 50 Summer Street • Manchester by-the-Sea, MA 01944 • P (978)526-7131 F (978) 526-8193
www.themanchestercricket.com news@cricketpress.com

2012 Discounted and Guaranteed Placement Insertion Order and Advertising Contract Form

Client Name: _____

Contact Name: _____

Can Be Reached at: (P or Cell) _____ (Email) _____

Billing Information: _____

Discounted ads must be at least 2 column x 3"

- Discount 10%- 8 Consecutive weeks/same ad (no changes) or 11 weeks if not consecutive
- Discount 15%- 12 or more Consecutive weeks/same ad (no changes) or 15 weeks if not consecutive
- GUARANTEED BACK PAGE PLACEMENT:** Requires a 52 week insertion commitment of same dimension ad* starting January 1, 2012 and running through December 31, 2012.

There is an extra \$5 per column inch charge for back page guaranteed placement for each ad. _____

OFFICE USE ONLY

There is an extra \$2 per column inch charge for guaranteed placement for all other pages except page 1 and back page. _____

OFFICE USE ONLY

Insertion Date(s): _____

(Use Friday Calendar Dates Only As Insertion Dates or write Guaranteed Placement if applicable.)

Ad Submission Format(s): (Refer to page 2 of this pdf) _____

*Contracted ad dimension *(no dimension change allowed)*: _____

Contracted cost per week: _____

If proof of ad is required before publication please indicate below. One proof will be supplied each week to correct publishers errors ONLY. Author's alterations and extra proofs will be charged according to fee schedule.

Proof required: YES ___ NO ___ FAX OR EMAIL _____

CONTACT NAME _____

I agree and commit to advertise in The Manchester Cricket for the time period and at the price and ad dimension indicated above. I understand that in the event a contract period is not fulfilled I am still liable for payment in full of my contract commitment.

Signature _____ Date _____

***WE ARE NOT RESPONSIBLE FOR ERRORS AFTER AD APPROVAL**

Contracts are nontransferable. The Manchester Cricket reserves the right to revise rates giving 30 days written notice. Ads must be supplied each week on or before Tuesday at 9 am for guaranteed placement unless specified by deadline change due to holiday(s) schedule. As of 12/09



Manchester Cricket Display Advertising

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Quarter Page: 3 col x 10.5" or 6 col x 5.25" = \$315.00
Eighth Page: 3 col x 5.25" or 6 col x 2.625" = \$157.00
Full Page: 6 col x 20.75" = \$1260.00
Half Page: 6 col x 10.5" or 3 col x 20.75" = \$630.00

Volume Discounts

10% – 8 Consecutive week/same ad, no changes.
 11 weeks if not consecutive.
15% – 12 or more Consecutive weeks/same ad, no changes.
 15 weeks if not consecutive.
 Discounted ads must be at least 2x3.

Call for Holiday Specials!

Not to be used in conjunction with other discounts or ad specials.

***Guaranteed Placement:** Add \$5 per column inch for back page placement. Add \$2.00 per column inch for all other pages, excluding page one.

*PLEASE NOTE OUR COLUMN WIDTH CHANGES

1 column= 1.63 4 column= 6.75
2 column= 3.34 5 column= 8.46
3 column= 5.04 6 column= 10.17
gutter space= .083'

AD SUBMISSION FORMATS:

The Cricket accepts PDF (high resolution) and native file formats (Quark 5.0, Adobe Illustrator eps). We **DO NOT ACCEPT** Publisher Files. Files created in MS Word must be accompanied by a hard copy print out.

DEADLINES:

ALL AD COPY must be submitted by **9:00 am** the Tuesday before the publication date. The Manchester Cricket will provide ONE proof to customer on that Tuesday, NO ADDITIONS will be made to the ad after **1 pm on that Tuesday** — only corrections will be made.

*There is an additional fee of \$25 to transfer electronic ads to other publications.

Please Read

All advertising copy which represents the creative effort of *The Manchester Cricket* and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of *The Manchester Cricket*, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without *The Manchester Cricket's* prior written consent.

1 col x 3" = \$30.00

2 col x 4" = \$80.00

2 col x 5" = \$100.00

2 col x 2" = \$40.00

2 col x 3" = \$60.00

1 col x 2" = \$20.00

PROFESSIONAL LISTING
 Must Run by the Month Only
1 col x 1" = \$10.00

CARD OF THANKS = \$20.00
 Size can vary- limited to 50 words of Text.
 Extra charge for photos.

LEGAL ADVERTISING
 \$12.00 per column inch