

ADVERTISING CONTRACT

Contact Information:

Name _____

Primary Contact _____

Address _____

Phone _____ Email _____

Desired Advertisement(s):

- Digital Email Top – \$115
- Digital Email Middle – \$100
- Digital Email Bottom – \$80
- Print Issue *Quarter-Page* Off-Campus: \$120 Color, \$90 B/W | On-Campus: \$100 Color Contingent*
- Print Issue *Half-Page* Off-Campus: \$185 Color, \$130 B/W | On-Campus: \$150 Color contingent*
- Print Issue *Full-Page* Off-Campus: \$300 Color, \$200 B/W | On-Campus: \$250 Color guaranteed
- Any combination of above *10% off sum price*
- Custom Advertisement Design: \$60

If a desired product is not on this list, we can discuss custom options. We're here to help!

Contract Terms:

- Run in ONE issue
 - Run in FOUR consecutive issues (4% off if paid upfront)
 - Run in TWELVE consecutive issues (12% off if paid upfront)
 - Run in CUSTOM consecutive issues (upfront discount dependent on amount)
- _____

Digital advertisements appear in the Tacoma Ledger's email newsletter. The Ledger publishes online (website and email newsletter) on Monday, followed by a print issue on Tuesday.

Payment Terms:

- Pay in Full (Single/Multiple issues)
- Bill per Issue

Advertising Guidelines:

- Once a signed contract is received, you agree to pay within 30 days of the issue date, or the date issued on the invoice.
- All advertisements must be submitted via email by the deadline. Deadlines are generally five days (Tuesday prior) before the publication date on Monday.
- The same advertisement will run in each issue unless we receive changes by the deadline.
- The Tacoma Ledger design team will make every effort to contact you if an error is found in the submitted advertisement. However, The Tacoma Ledger is ultimately not responsible for errors or omissions by client in the published issue. If we are the cause of the error or omission, we agree to refund the cost of advertisement.
- The Tacoma Ledger cannot make promises about the ultimate performance of your advertisement.

NAME (print): _____ DATE: _____

SIGNATURE: _____