

# 20%\$ Advertising Contract

Advertiser/Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_ City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

- A. Indicate which months you'd like the ad to appear. *Food News is published monthly, except for a combined Oct./Nov. issue published in late October. See 20F€ Editorial Calendar for more information.*
- B. Indicate ad size. See "20F€ Advertising Rates & Information" for dimentions.
- C. Indicate 4-color, 2-color (spot), or black and white.
- D. Indicate the format in which ads will be submitted. *PC file: No extra charge. Mac File: Add \$50 per insertion. See "20F€ Advertising Rates & Information" for additional fees.*
- E. Indicate any special position, such as inside front cover. *Special position adds \$100 to rate.*
- F. Indicate ad rate. See "20F€ Advertising Rates & Information" for prices per size, color and frequency.
- G. Sign and return contract. **Contract must be signed and returned to receive multiple insertion discount rates.**

<b>A</b> Month	<b>B</b> Full, Half or Quarter Page	<b>C</b> Color/B&W	<b>D</b> Ad Format	<b>E</b> Special Position
example: January	Full page	4-C	PDF	none
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				

■ Short-rate will be issued if rate billed is not earned within contract year or if advertising contract is not signed.

■ Invoices are issued upon publication of each ad. Payment is due within 30 days of the billing date. A 10% late fee will be applied to all invoices more than 60 days past due.

■ Additional ads will not be published for accounts over 60 days in arrears until paid in full.

■ MGA cannot make changes to ads received later than the ad closing date.

**Mail or Fax to:**

Lisa Reibsome, Editor  
3550 Laureate Drive ❖ Holt, MI 48842  
Fax: (517) 372-3002 ❖ Phone: (517) 449-2256  
Email: MGAREibsome@comcast.net

<b>F</b>	Rate per size, color & frequency	\$ _____
	Fee for format	\$ _____
	Fee for special position	\$ _____
	Fee for creative services	\$ _____
	Other	\$ _____
	<b>Total fee per insertion</b>	<b>\$ _____</b>

**G** I agree to all terms of this contract.

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_