

## ADVERTISING CONTRACT

### SWEA Los Angeles Christmas Fair Magazine 2016

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_

Please reserve an ad in the SWEA Los Angeles 2016 Christmas Fair Magazine

Size: \_\_\_\_\_  B /W or  Color

- We are sending you a new camera-ready ad (See Advertising Requirements below)
- We need assistance in creating the artwork (A nominal fee will be charged in addition to the ad rate\*)
- Use the same ad as last year
- Use the same ad as last year – with changes (A nominal fee will be charged in addition to the ad rate\*)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### ADVERTISING RATES 2016

#### ADVERTISING REQUIREMENTS

- Ad rates are based on "camera ready" artwork.

Submit "camera ready" art work in PDF or .jpg file formats.

- Additional typesetting and alterations done at advertiser's request will be charged a nominal fee\*.

<u>Size</u>	<u>B/W and color</u>
Full page, (back cover)	\$1,250
Full page, (inside)	\$1,100
1/2 page (7 ½ x 4 ¾ or 10 x 3 ½ )	\$700
1/4 page (3 ½ x 4 ¾)	\$325
1/6 page (3 ½ x 3 ¼)	\$200
Bus. Card (3 ½ x 2)	\$85

**Christmas Fair Program size: 8 ½ x 11,**

**\*ASSISTANCE WITH ARTWORK**

We can help with changes to existing artwork and creating new artwork. Production charges are separate from the advertising rates.

**Production Charge Estimates:**

Changes to existing ad Starting at \$30

*Ad creation services:*

*bus. card, 1/6 page, 1/4 page* Starting at \$60

*1/2 page, full page* Starting at \$85

For more information please contact:

Please send **your ad art work** to:

[sanna@sannart.com](mailto:sanna@sannart.com)

Send signed **contract** and **payment** (check payable to SWEA Los Angeles) to:

Christina Sterling

4903 Woodley Ave, Encino, CA 91436

You can also order your ad online:

<http://losangeles.swea.org/advertise-with-sweala/xmas-fair/>