

REAL ESTATE GUIDE TO SANIBEL & CAPTIVA ISLANDS

GUIDE ADVERTISING CONTRACT

The undersigned member of the Sanibel & Captiva Island Association of REALTORS®, Inc., hereinafter called "ADVERTISER", agrees to advertise in each of the 12 issues of the "Real Estate Guide to Sanibel & Captiva Islands", hereinafter called "GUIDE" at the printed initial rates effective on the execution date for 12 months; subject, however, to the Guide's right to increase or decrease the rate proportionately with any increase or decrease in the cost of printing or distributing the Guide.

Advertiser's Name _____ Company Name _____

Address _____ Phone _____

ADVERTISING RATES

PAGE SIZE	W/O CONTRACT	W/O CONTRACT	WITH CONTRACT	WITH CONTRACT
	<u>B/W</u>	<u>COLOR</u>	<u>COLOR</u>	<u>B/W</u>
Full	\$520.00	\$572.00	\$347.00	\$297.00
Half	\$315.00	\$357.00	\$218.00	\$179.00
Quarter	\$189.00	\$221.00	\$137.00	\$107.00
Eighth	\$118.00	\$139.00	\$ 91.00	\$ 71.00
Business Card	\$ 42.00	\$ 53.00	\$ 40.00	\$ 30.00

I agree to advertise each month the following size ad:

Circle One: **Full** **Half** **Quarter** **Eighth** **Business Card**

Circle One: **Ad with color each month** **Ad without color (only as requested)**

PAYMENT METHOD

Circle One: **AMEX** **VISA** **MASTERCARD** **CHECK (corporate only)**

Credit Card Number _____ Expiration Date _____

Name as it appears on card _____

Advertisers Signature _____ Date Contract Signed _____

This agreement shall be automatically renewed for additional one year terms, each at the then current advertising rates, so long as there are no MATERIAL changes to the terms and conditions of this contract, unless either party notifies the other in writing at least (30) days prior to the scheduled date for publishing of the last issue covered by the terms of this agreement.

I AGREE TO THE FOLLOWING TERMS AND CONDITIONS:

ADVERTISER OBLIGATIONS:

- 1) The ADVERTISER will purchase, as a minimum, the above sized ad (in black and white, or color, as circled) in each monthly issue of the GUIDE for the term of this contract.
- 2) The ADVERTISER shall provide to the GUIDE, at the time of the execution of this contract, a credit card and pre-authorized signature to automatically run concurrent with the term of this contract.
- 3) The ADVERTISER shall be responsible for meeting all published deadlines for copy, photos, etc., for each issue. Placement of ads shall be at the discretion of the publisher. If an ADVERTISER fails to meet the published deadline, the GUIDE shall have the right to automatically repeat the ADVERTISER'S previous ad and bill the ADVERTISER'S account accordingly.
- 4) All ads MUST be submitted 'Camera Ready'. Any additional artwork that needs to be done to your ad will be billed to you directly from the Breeze Newspapers.
- 5) Should the ADVERTISER request smaller or larger ads in ADDITION to the contracted ad size, the 'contract' rate for those ads shall apply.
- 6) Should the ADVERTISER discontinue as a qualifying member in the Sanibel & Captiva Islands Association of REALTORS®, Inc. (either licensed or Affiliate Business Partner members) all outstanding balances are immediately due and payable. This contract shall become null and void at such time of the termination AND upon receipt of any monies owed.
- 7) If the GUIDE must file suit to enforce this contract, the GUIDE shall recover reasonable attorneys' fees, costs and interest from the date of default on the amount received at 18% per annum.
- 8) The GUIDE will add a late fee of 1.5% to any account thirty (30) days past due.
- 9) The GUIDE will *not publish* ads for any account sixty (60) day past due. Contract financial obligation and late fees will continue.

GUIDE OBLIGATIONS:

- 1) The Real Estate Guide to Sanibel & Captiva Islands, Inc., a subsidiary of the Sanibel & Captive Islands Association of REALTORS®, Inc., agrees to publish reasonably acceptable advertising in said GUIDE and distribute each issue through its normal distribution outlets.
- 2) The GUIDE will, at their own discretion but whenever possible, provide the best ad placement to contracted ADVERTISERS, who's COMPLETED ADS have been received on or before deadline. **Completed means NO FURTHER CHANGES.**
- 3) The GUIDE shall publish in advance the publication dates of each issue and the deadline dates for copy, photos, proofs, etc. Such notice shall be available to all members on the MLS announcement page, posted at the Association Office and on the Association website.
- 4) The GUIDE will not issue credit for an ad based on clarity, blurriness or other printing issues beyond the control of the GUIDE. Requests for credit on non-printing issues will be considered on a case-to-case basis by the Board of Directors at its regularly scheduled meetings.
- 5) The GUIDE is currently scheduled to be published on a monthly basis throughout the year, so the anticipated number of issues per year will be twelve (12). The GUIDE reserves the right to change the number of issues published during the duration of the contract, but no fewer than eight (8) and no more than twelve (12).
- 6) Should the GUIDE cease to be published for any reason, neither party shall have any further rights or obligations under this agreement.

I have read and understand the terms and conditions:_____ (Initial)

Real Estate Guide

to Sanibel & Captiva Islands

Print Advertising Information

AD SIZES

Full Page = 9.5"x 10.5"
1/2 Page horizontal = 9.5"x 5"
1/2 Page vertical = 4.58"x 10.5"
1/4 Page horizontal = 4.58"x 5"
1/4 Page vertical = 2.25"x 10.5"
1/8 Page = 4.58"x 2.41"

COLOR REQ.

All files need to be
CMKY color.

SENDING IN ADS

CAMERA READY ADS may be emailed preferably as
.pdfs to adsrealestateguide@breezenewspapers.com.

AD COPY may be sent within an email with photos attached as
.jpgs. Send to adsrealestateguide@breezenewspapers.com.

PROOFS

Proofs will be sent to your email address when ad is completed.
Please make your corrections and revisions then email back.
Due to time, we can only allow one set of revisions to be made.
If there is an error on our part, ad will be corrected and resent
again for approval.

CONTACTS



BREEZE
NEWSPAPERS

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