



The Most Popular Monthly Newspaper Focusing on Adults 50+

ADVERTISING AGREEMENT 2009

Pendant Publishing, Inc.
 dba Beacon Senior Newspaper
 Post Office Box 3895
 Grand Junction, CO 81502

phone: 970.243.8829
 fax: 800.536.7516
 www.BeaconSeniorNews.com
 beacon@pendantpublishing.com

ADVERTISER _____ CONTACT NAME _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Cell _____

E-mail _____ Structure (choose one): Proprietorship Partnership Non-Profit C-Corp LLC _____

YOU

Date: _____ This agreement for display advertising is entered into at the **size, rate, and frequency** indicated below.

This agreement is a _____ -month agreement with the initial size of _____ and rate of \$ _____ per month.

This advertising is to start on _____ (month/year) and end approximately on _____ (month/year).

NOTES:

DATES

I hereby warrant that I have read this agreement and that I have full power and authority to sign for the above named ADVERTISER. This advertising agreement is not binding upon Pendant Publishing, Incorporated, dba Beacon Senior Newspaper, until approved by a duly authorized company officer. Thank you for advertising with us.

ADVERTISER Representative _____ Title _____ Date _____

Beacon Representative _____ Pendant Officer _____

X

ADVERTISEMENT SIZES AND SPECS					PRICES PER MONTH			
SIZE	COLUMN INCHES	1 COLUMN (2.416")	2 COLUMNS (5.087")	4 COLUMNS (10.375")	12 TIMES 40% SAVINGS	6 TIMES 20% SAVINGS	3 TIMES 10% SAVINGS	1 TIME OPEN RATE
Full	44"	(width x depth)	-	10.375" X 10.982"	\$749.77	\$999.69	\$1,124.65	\$1,249.61
1/2	21.25"	-	5.087" X 10.625"	10.375" X 5.2"	\$398.95	\$531.93	\$598.42	\$664.91
1/3	14"	-	5.087" X 7.0"	10.375" X 3.4"	\$297.46	\$396.61	\$446.19	\$495.76
1/4	10.6"	2.416" X 10.625"	5.087" X 5.2"	10.375" X 2.5"	\$246.81	\$329.08	\$370.21	\$411.35
1/6	7"	2.416" X 7.0"	5.087" X 3.4"	-	\$175.64	\$234.18	\$263.46	\$292.73
1/8	5.2"	2.416" X 5.2"	5.087" X 2.5"	-	\$144.50	\$192.67	\$216.75	\$240.83
1/12	3.4"	2.416" X 3.4"	5.087" X 1.6"	-	\$103.30	\$137.73	\$154.95	\$172.17

DEADLINE: 20th OF THE MONTH PRECEEDING PUBLICATION.

Graphics: 200 dpi File Type: PDF (embed fonts) Inserts: \$75 per 1,000

Trim size: 11.125" X 11.75" Image area: 10.375" X 10.982" Column width: 2.416"

EXTRA MONTHLY CHARGES

Special Placement: \$100 Color (CMYK): \$150

RATES

1) Pendant Publishing Incorporated (PUBLISHER) agrees to produce and the ADVERTISER agrees to order and pay for the advertising products and/or services as described in our "product brochure" and as evidenced in this "agreement." 2) Additional work ordered by the ADVERTISER while this contract is in effect will be billed at current rates. 3) ADVERTISER agrees to let PUBLISHER investigate their credit worthiness through standard credit checking procedures. 4) ADVERTISER agrees to pay upon receipt of invoice. ADVERTISERS not paying within the agreed terms will be assessed a monthly finance fee of \$5 or 3% (compounded monthly), whichever is greater. 5) ADVERTISERS not paying as agreed will forfeit all discounts and will be rebilled at "open" rates. 6) ADVERTISER agrees to pay for any and all collection, legal, and/or attorney's fees as deemed by the PUBLISHER. 7) This contract cannot be canceled by ADVERTISER unless release is obtained in writing from PUBLISHER. In the event it is granted, the ADVERTISER agrees to pay a cancellation fee of 25% of the contract amount or incurred costs, whichever is greater. 8) PUBLISHER shall use due care in performing its obligations hereunder. However, PUBLISHER'S responsibility for an error or omission shall not exceed beyond reissue of the advertising correctly or a partial credit for any advertising that cannot be reissued or corrected. The means of rectification shall be selected exclusively by PUBLISHER. Further, PUBLISHER shall not be liable for any consequential damage sustained by the ADVERTISER on account of any error, omission, or admission. 9) Final ad deadline is the 20th of the month prior to publication. Failure of ADVERTISER to provide ad copy and/or acknowledge or return an ad proof in a timely manner will not alter ADVERTISER'S obligations herein. 10) ADVERTISER further acknowledges that they have not relied upon any promise, statement, or representation other than as contained herein. 11) All advertising is subject to approval of PUBLISHER. 12) All advertising copy which represents the creative effort of PUBLISHER is and remains the property of PUBLISHER, including all rights and copyrights 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 express written permission from PUBLISHER. 13) PUBLISHER retains all rights: past, present, future. 14) Finally, if you're still reading this, on behalf of our senior community, thank you, thank you.

TERMS