



The Most Popular Monthly Newspaper Focusing on Adults 50+

### RESOURCE DIRECTORY 2010

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 \_\_\_\_\_ Website \_\_\_\_\_

Product/ Service \_\_\_\_\_ Structure (choose one): Proprietorship Partnership Non-Profit C-Corp LLC \_\_\_\_\_

YOU

#### Standard Display Spaces

- Full Page (7.5"w x 9.5"h) \$ 1,500
- Half Page (7.5"w x 4.625"h) \$ 1,200
- Quarter Page (3.625"w x 4.625"h) \$ 900
- Eighth Page (3.625"w x 2.25"h) \$ 600

#### Premium Display Spaces

- Back Cover \$ 3,600
- Inside Front Cover \$ 3,000
- Inside Front Cover (opposite) \$ 2,400
- Inside Back Cover \$ 2,400
- Inside Back Cover (opposite) \$ 2,100

#### Special Service Charges

- WEB-LINK Package \$ 150
- Preferred Placement \$ 225
- Full Color \$ 300

Other \_\_\_\_\_

**TOTAL**

#### Optional Deferred Monthly Payment Plan

Advertiser elects to pay for advertising under the following monthly payment plan.

The balance of \$ \_\_\_\_\_ to be paid in  
\_\_\_\_\_ monthly installments of \$ \_\_\_\_\_  
starting in \_\_\_\_\_.

#### Credit Card Authorization

I authorize Pendant Publishing Inc. to charge my credit card.

One-time Amount \$ \_\_\_\_\_  Monthly Amount \$ \_\_\_\_\_  
Fill in information as it appears on your credit card:

Name \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_ CCV \_\_\_\_\_

Signature \_\_\_\_\_

Notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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 October 31st, 2008. 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.

TERMS

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