

ADVERTISING RATE CARD

Advertising Material Specifications

- Final size of publication is 8.5" x 11"
 - This is a digital and printed magazine, so some ads must have 1/8" bleeds added, and all ads must be 300 DPI
- Women Veterans Magazine is a full-color magazine

Advertisement Sizes

Business Card Size

Trim: 3.5"w x 2"h (horizontal sizes only w/scan provided by advertiser)
Inside only \$100

1/3 page

Trim: 2.4"w x 10.125"h (vertical)
Inside only \$850

1/2 page

Trim: 7.75"w x 5.125"h (horizontal)
Inside only \$1200

2/3 page

Trim: 5.125"w x 10.125"h (vertical)
Inside only \$1500

Full page

Trim: 8.5"w x 11"h
Inside \$2000
Inside Front Cover** \$2500
Inside Back Cover** \$2500
Back Cover** \$4500

**All Full-page spreads should be supplied with 1/8" bleed. **Only one ad in this location available.*

Double-page spread

Trim: 17"w x 11"h
Inside only \$3700

**Double-page spreads should be supplied with 1/8" bleed.*

Advertisement Formatting

Material format

All files should be supplied at 300 DPI in a CMYK color format as a PDF or JPG with appropriate bleed set at 1/8" all around for full-page and double-page spread ads.

Hire our in-house creative team to design your ad professionally!

Advertisement Design Costs

Sizes

Business Card - Design for this size is not available. Client must provide print-ready file.

Design 1/3 page through 1/2 page sizes - \$180

Design 2/3 page through Full page - \$250

Design Double-page spread - \$400

[HTTPS://WOMENVETERANSMAGAZINE.COM/ADVERTISING](https://womenveteransmagazine.com/advertising)

For ad design contact: chris@sabredesign.com • Sabre Design & Publishing

General Advertisers and advertising agencies are jointly and severally liable for payment. Advertisers and advertising agencies also assume liability for content, including text, representations and illustrations of advertisements printed, and any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertisement that he feels is not in keeping with the publication's standards.

All copy is subject to the publisher's approval

WOMEN VETERANS ALLIANCE

69 Lincoln Blvd. Suite A306 • Lincoln CA 95648 • o: 916-253-7357 • e: melissa@womenveteransalliance.com

TERMS & CONDITIONS

Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by Women Veterans Magazine

Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date. Ten percent (10%) cancellation fee applies.

Material

- a) All advertising material shall be delivered to the Publisher without expense to the Publisher
- b) Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- c) Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- d) Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection

Should advertising rates change, Advertisers on a current contract with Women Veterans Magazine shall be given rate protection (i.e. charged at "old" rates)

- for only two consecutive issues in the case of quarterly titles.
- from and including the issue at which any new rate increase takes effect.

Terms

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or masthead date of the publication. In the case of a quarterly publication the month of publication shall be deemed to be the month of the invoice date.

Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

General

- a) The Publisher reserves the right to decline the insertion of any advertisement
- b) The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- c) Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- d) While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- a) is or is likely to be misleading or deceptive; or
- b) is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- c) is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that Women Veterans Magazine relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

[HTTPS://WOMENVETERANSMAGAZINE.COM/ADVERTISING](https://womenveteransmagazine.com/advertising)

WOMEN VETERANS ALLIANCE

69 Lincoln Blvd. Suite A306 • Lincoln CA 95648 • o: 916-253-7357 • e: melissa@womenveteransalliance.com

ADVERTISING CONTRACT

Women Veterans Alliance
69 Lincoln Blvd. Suite A306
Lincoln CA 95648

o: 209-841-8866 or 916-253-7357
e: melissa@womenveteransalliance.com

2023
CONTRACT

Business Name _____ Contact _____

Address _____ City/State _____ Zip _____

Phone _____ Email _____

Website _____

Graphics Contact (Name/Phone/Email) _____

Client to Provide Ad(s) _____ WV Magazine to Design Ad(s) _____

Guaranteed Placement _____ Explain Location _____

Ad Name _____ SIZE _____ Cost _____

Ad Name _____ SIZE _____ Cost _____

Ad Name _____ SIZE _____ Cost _____

Ad Name _____ SIZE _____ Cost _____

Total Print Contract \$ _____

Payments accepted by Check to — Women Veterans Alliance 69 Lincoln Blvd. Suite A306 Lincoln CA 95648	Credit Card Payments — https://www.womenveteransalliance.org/magazine-ca
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NOTES

CONTRACT PAYMENT SCHEDULE

5% Prepayment Discount
 (Contract must be paid in full within 10 days of the contract and with no less than 2 weeks to an issue being published online (see calendar for publish dates; not available with agency discounts.)

Total Contract _____ \$ _____

Any Discount (Explain) _____ \$ _____

Amount Collected at Time of Contract _____ \$ _____

Balance Due on Contract _____ \$ _____

Payment Terms (be specific) _____

A two percent (2%) penalty added to late payments; compounded monthly.
 A ten percent (10%) penalty for cancellation of contract.

Client Signature/Date _____

Sales Representative _____ Contract No. _____

ADVERTISING and DESIGN CONTACT: chris@sabredesign.com • Sabre Design & Publishing