

Advertiser _____ Contact _____

Business Name of Advertiser _____ Tear sheets required YES NO

Mail Address _____ City _____ State _____ Zip _____

Phone _____ Cell _____ E-mail _____

Frequency

- Month-to-month (no discount) to run in issues (circle) JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
- Six month contract (6 X discount) to start in (circle) JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
- Twelve month contract (12 X discount) to start in (circle) JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Ad Size (check one)

- Full Half Quarter Eighth Business Card

Ad Format (check one)

- Vertical Horizontal Special

Ad Color (check one)

- Black only Color

Artwork (check one)

- Create ad from submitted copy/logo Use submitted art

Artwork Revisions (check one)

- Use same art monthly Check with me monthly for revisions

Page Ad Rates (check one) *Save money with 6 or 12 month contract. You can go up or down in size/color.*

- | | |
|---|--|
| <input type="checkbox"/> Full color @ 12X = \$300 ¹ 6X = \$325 1X = \$350 ³ | <input type="checkbox"/> Full BW @ 12X = \$275 ¹ 6X = \$300 1X = \$325 ³ |
| <input type="checkbox"/> Half color @ 12X = \$195 ¹ 6X = \$215 1X = \$230 ³ | <input type="checkbox"/> Half BW @ 12X = \$165 ¹ 6X = \$185 1X = \$200 ³ |
| <input type="checkbox"/> Quarter color @ 12X = \$120 ¹ 6X = \$135 1X = \$145 ³ | <input type="checkbox"/> Quarter BW @ 12X = \$95 ¹ 6X = \$110 1X = \$120 ³ |
| <input type="checkbox"/> Eighth color @ 12X = \$85 ¹ 6X = \$100 1X = \$110 ³ | <input type="checkbox"/> Eighth BW @ 12X = \$55 ¹ 6X = \$70 1X = \$80 ³ |
| <input type="checkbox"/> BC color @ 12X = \$55 ^{1/2} 6X = \$65 ² 1X = \$70 ³ | <input type="checkbox"/> BC BW @ 12X = \$35 ^{1/2} 6X = \$45 ² 1X = \$50 ³ |

¹ Prepay full contract and receive one month free ² Business Card ads billed bi-monthly. ³ One-time ads payable in advance.

Nonprofit / Political ad rate is 25% of regular rate.

Classified Ads

Minimum \$10.00 for 20 words; 25¢ per word thereafter [example: 27 word ad would be \$11.75.]

All classified ads must be prepaid. Notices and personal ads not selling anything are free.

All print classified ads run online for free at www.FairviewTownCrier.com

Go Green... Email invoices

Charge to Credit Card # _____ Sec code _____

Exact Name on Card _____ Exp date _____

Or... Mail Invoices

Billing Address _____

Charge Amount \$ _____ Charge one time only Charge monthly

Mail contract/payment to

The Fairview Town Crier
 PO Box 1862
 Fairview, NC 28730

Questions? Contact

Sandie Rhodes, Editor/Publisher
 828 628.1422
 Editor@FairviewTownCrier.com

Advertising/Editorial Deadlines for 2011

JAN deadline DEC 15 (in mail JAN 5)
FEB deadline JAN 14 (in mail FEB 2)
MAR deadline FEB 14 (in mail MAR 2)
APR deadline MAR 14 (in mail MAR 30)

MAY deadline APR 11 (in mail APR 27)
JUNE deadline MAY 13 (in mail JUNE 1)
JULY deadline JUN 13 (in mail JUNE 29)
AUG deadline JUL 13 (in mail JUL 27)

SEPT deadline AUG 12 (in mail AUG 31)
OCT deadline SEPT 12 (in mail SEPT 28)
NOV deadline OCT 14 (in mail OCT 26)
DEC deadline NOV 11 (in mail NOV 30)
JAN deadline DEC 15 (in mail JAN 4)

Breach of Contract: If contract is breached, the higher single rate will be billed for each remaining month of the term of contract.

Cancellations/Changes: All cancellations and changes for a specific issue must be received by the 15th of the month prior to issue.

I have read the above conditions, understand them and hereby agree to them.

Signed _____ Date _____ Check to automatically renew contract (notice sent beforehand)



Circulation

The Fairview Town Crier is a non-profit newspaper published monthly, 12 times per year, delivered free to all residents of Fairview, Gerton and parts of nearby Fletcher. It is also available in many retail establishments in Fairview and the Reynolds' area. A minimum of 6000 copies are printed each issue.

Ad Materials

The Fairview Town Crier is printed computer-to-plate from digital PDF files. All ad materials must be submitted in digital format. **Digital files must either 266 or 300 dpi (dots per inch).** Files received at a lesser dpi will print very light and will look blurry. Files accepted in the following formats only (Mac or PC):

- PDF files
- TIFF files
- JPEG files
- Illustrator EPS files (convert type to outlines)
- Freehand EPS files (convert type to outlines)
- **We cannot accept Publisher files.**

Color ads must be in CMYK mode. RGB ads that are converted to CMYK will shift in color. **All black type must be created in black only (not CMYK).** We are happy to assist with ad creation with sufficient advance notice and copy input.

Printing Errors

All small type must be in black only as registration of CMYK will result in blurry print that may be unreadable. The Fairview Town Crier accepts no liability for ads that print incorrectly due to improper preparation of digital files sent by advertiser or errors in ads that have been approved by clients.

Deadlines

All ad materials are due by deadline of the month prior to issue month. Previous month ad will run if new artwork is not received by deadline. Changes to ad materials must be requested prior to deadline.

Delivery of Ad Materials

Digital files should be zipped or stuffed to reduce size. Files less than 9.0 megs may be sent by email to

Editor@FairviewTownCrier.com

or mail to

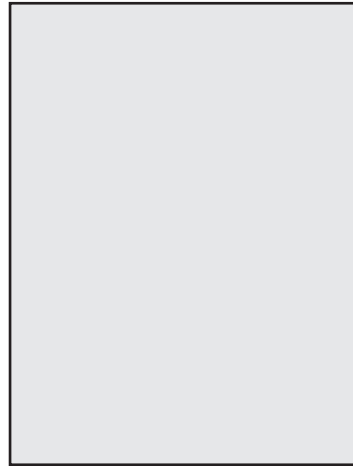
The Fairview Town Crier
P.O. Box 1862
Fairview, NC 28730-1862
Attn: Art Department

Files larger than 9.0 megs can be uploaded to our FTP site by requesting user ID and password for editor@fairviewtowncrier.com.

Questions? Call Sandie Rhodes at 828.628.1422 or email **Editor@FairviewTownCrier.com.**

Editorial submissions should be sent to **Copyed@FairviewTownCrier.com**

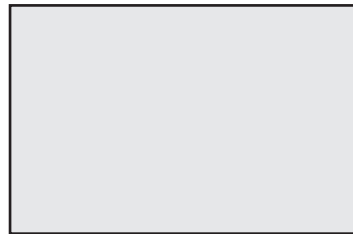
Full page
9.25" W x 12.125" H



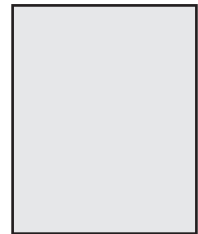
Half page (vertical)
4.5625" W x 12.125" H



Half page (horizontal)
9.25" W x 6" H



Quarter page (square)
4.5625" W x 6" H



Quarter page (vertical)
2.1875" W x 12.125" H



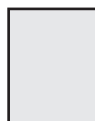
Eighth page (horizontal)
4.5625" W x 2.875" H



Eighth page (vertical)
2.1875" W x 6" H



Business card (vertical)
2.1875" W x 2.875" H



Business card (horizontal)
3.2" W x 2" H

