



# FIRE ISLAND NEWS

→ Fire Island's longest running news source, since 1957 ←

## 2021 ADVERTISING CONTRACT

### CONTACT

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

SIZE	6 ISSUES RATE (B&W)	6 ISSUE COLOR RATE	PER ISSUE RATE (add 20% for Color)
Business Card	\$300	NA	NA
1/12	\$510	\$612	NA
1/6	\$900	\$1,080	\$225
1/4	\$1,260	\$1,512	\$315
1/2	\$2,400	\$2,880	\$500
Full Page	\$4,650	\$5,580	\$925
Inside Covers	NA	NA	\$1,200 (color included)
Back Cover	NA	NA	\$2,000 (color included)
Real Estate Listing	NA	NA	\$125 (50 words and color photo)
Online Square Ad	\$75 with print ad or \$199 stand alone		
Online Banner Ad	\$99 with print ad or \$299 stand alone		

### INSERTIONS

All (6) Issues \_\_\_\_\_ OR

Issue #1 June 18 \_\_\_\_\_ Issue #2 July 2 \_\_\_\_\_ Issue #3 July 16 \_\_\_\_\_

Issue #4 July 30 \_\_\_\_\_ Issue #5 Aug 13 \_\_\_\_\_ Issue #6 Aug 27 \_\_\_\_\_

### ORDER

Ad Size \_\_\_\_\_ Horiz/Vert (circle) \_\_\_\_\_ Color yes/no (circle) \_\_\_\_\_

**\*\*Save 5% when paid in full at time of order\*\***

All (6) Issues Rate \$ \_\_\_\_\_ or Per Issue Rate \$ \_\_\_\_\_ X \_\_\_\_\_ Issues = Total \$ \_\_\_\_\_

### TERMS

Payment Dates are ½ by June 18th and ½ by July 23rd paid with Credit Card on file.

Amount Charged on June 18th \$ \_\_\_\_\_ Amount Charged on July 23rd \$ \_\_\_\_\_

### PAYMENT

Credit Card # \_\_\_\_\_ CSV \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Expiration Date \_\_\_\_\_

Client Signature \_\_\_\_\_

Check # \_\_\_\_\_ / Cash \_\_\_\_\_

### NOTES



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**Full Page**  
Trim: 11.375" x 15"  
Live: 10" x 14"  
Bleed: 12.5" x 15.75"

**Half Page**  
Vertical: 5" x 14"

**Half Page**  
Horizontal: 10" x 7.25"

**1/12 Page**  
3" x 3"

**Business Card**  
3" x 1.375"

**1/4 Page**  
Vertical: 4.75" x 6.5"

**1/6 Page**  
Vertical: 3" x 6.25"

**1/6 Page**  
Horizontal: 6.25" x 3"

**TERMS & CONDITIONS:** All ad rates are net. Copy changes (up to 2 proofs) are free of charge on in-house ads. All insertions require a signed insertion order. Ads designed by Fire Island News may not be used in other publications without permission. Advertisers with insufficient funds (NSF) for returned checks will be charged \$25.

**POLICIES:** In the event of typographical errors or wrong insertions, made in part by Fire Island News staff or associates, Fire Island News will run a corrected version of the advertisement. Fire Island News responsibility for errors will not exceed the cost of the ad in which it appears. Publisher responsible for errors for one issue only. Claims for adjustment must be made within 30 days of publication. Advertisers shall notify their Account Executive of any such error in time for correction before the second insertion. Fire Island News reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by the Publisher. If specific advertising positioning is requested, Fire Island News will try to accommodate all reasonable requests. Guaranteed placement is not available in the Classified Section, Business Directory, nor are color ad placement guarantees possible due to limited color availability. If the advertiser does not meet the required frequency contracted for, the advertiser agrees to accept and remit rate earned. Advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, text, claims, etc.), and Fire Island News assumes no financial responsibility for typographical errors or for omission of copy.