

# ADVERTISING CONTRACT



MADISON AREA BUILDERS ASSOCIATION

## 2022 PARADE OF HOMES PLAN BOOKS

Reserve your space in the spring and fall Parade of Homes plan books by April 15 and save 10% on the fall insertion.

### AD SIZES & RATES

#### 4-COLOR ADVERTISING

AD SIZES	SPRING GUIDE	FALL GUIDE
Back Cover.....	<input type="checkbox"/> \$3,795	<input type="checkbox"/> \$2,475
Inside Front or Back Cover (circle one).....	<input type="checkbox"/> \$3,400	<input type="checkbox"/> \$2,195
Premium Position.....	<input type="checkbox"/> \$2,725	<input type="checkbox"/> \$1,765
Full Page.....	<input type="checkbox"/> \$2,375	<input type="checkbox"/> \$1,645
1/2 page <input type="checkbox"/> H <input type="checkbox"/> V.....	<input type="checkbox"/> \$1,430	<input type="checkbox"/> \$ 995
1/4 page.....	<input type="checkbox"/> \$ 990	<input type="checkbox"/> \$ 675

\*Reserve space in both guides by April 15 and receive 10% off the Fall Guide.

### FINAL SALES CLOSE: APRIL 15

All Rates are net. Companies who secured premium positions in the 2021 Parade of Homes™ Plan Book will have the right of first refusal. Add \$300 to the rate if your business is not a MABA member.

#### QUESTIONS / CONTACT

For questions on the Plan Book, please contact Dena Frisch at dena@ntmediagroup.com or 608-220-2120.

#### COPY INSTRUCTIONS

- Will provide a new press-ready digital ad
- Please help me design an ad
- Pick Up Ad

Send ad materials to jem@ntmediagroup.com

#### DEADLINES

Spring Event: June 17-26  
 Ad space deadline: April 15  
 Ad materials deadline: April 22

Fall Event: Oct. 14-16 & 21-23  
 Ad space deadline: Aug. 29  
 Ad materials deadline: Sept. 6

### SEND AGREEMENT & PAYMENT TO:

**NEI-TURNER MEDIA GROUP, INC.**  
 951 KIMBALL LN., #104  
 VERONA, WI 53593

**P:** 608-220-2120  
**F:** 608-204-3817  
**E-MAIL:** dena@ntmediagroup.com

#### CONTACT INFORMATION FOR ADVERTISING/BILLING

CONTACT NAME: \_\_\_\_\_

\*AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
\* Signature denotes acceptance of terms stated on reverse side of the agreement.

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

#### PAYMENT METHOD (Please indicate your preferred method of payment.)

- Check Enclosed/in the mail (Make checks payable to Nei-Turner Media Group.)
- Credit Card: Visa or Mastercard (circle one) Expiration: \_\_\_\_\_  
 Credit Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_
- Please send an invoice to: \_\_\_\_\_

#### CONTACT INFORMATION FOR AD MATERIALS

AGENCY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

# ADVERTISING MECHANICALS / TERMS AND CONDITIONS

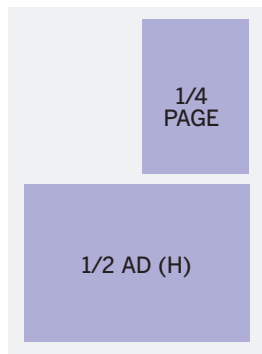
## AD SIZES



TRIM OF MAGAZINE: . . . 8.375" x 10.875"

FULL PG. BLEED  
(ADD .125 AROUND TRIM): . . . 8.625" x 11.125"

FULL PG. (NO BLEED): . . . 7.375" x 9.875"



1/2 (H) AD (NO BLEED): . . . 7.1877" x 4.8419"

1/4 (V) AD (NO BLEED): . . . 3.5" x 4.8419"



1/2 (V) AD (NO BLEED): . . . 3.5" x 9.875"

\*Keep live matter 3/8" from final trim on all sides. With bleed spreads keep live matter 1/8" from the gutter.

## GENERAL CONDITIONS

The Association reserves the right to approve all ads and content. The use of trademarked phrases such as "Parade," "Parade of Homes," "Green Built," or any company name used in all ads submitted for this publication must be specifically stated as follows: "Parade of Homes™," "Green Built Home™," and company names must be spelled out in accordance with how the company is currently registered as a MABA Member.

## DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. **One hour of design time is included with your advertisement at no charge.** Additional time is billed at the following rates:

Design & layout services: . . . \$75 per hour  
Color scans: . . . . . \$60-\$100 per scan  
Black & white scans: . . . . . \$35 per scan

**PLEASE NOTE:** Any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

## LOGOS

Submit original logo in digital format. Anything submitted at a lesser quality will need to be recreated; business cards are not acceptable. Resolution must be 300+ dpi and CMYK (no RGB/Pantone). All fonts must be outlined.

## ELECTRONIC ADS

Please submit your ad as a press quality PDF created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

## PUBLISHING TERMS

All orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel advertising for any reason, including any advertising which in the opinion of the publisher does not conform to the standards of the publication. All advertisements are accepted and published by the publisher upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be warranty by the advertiser and agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein.

In consideration of publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract.

Nei-Turner Media Group, Inc. are not liable for any damages, including consequential damages, if for any reason the publisher fails to publish an advertisement.

## ACCEPTED MEDIA

CD • DVD • e-mail (ads@ntmediagroup.com)

## PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/spot colors). Save all images embedded as EPS or TIF. Images downloaded from the Internet are not acceptable. Scans are acceptable at a high resolution and color scans may be also provided by us for an additional charge.

## BILLING TERMS

Advertising is invoiced upon publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

## CONTRACTS

No cancellations after April 15, 2022. Cancellations prior to April 15, 2022 must be delivered to Nei-Turner Media Group in writing.

**NO CANCELLATIONS ACCEPTED AFTER THE CLOSING DATE. VERBAL ORDERS ARE BINDING.**