

Willy Street Co-op Reader Ad Agreement

Date _____

Advertiser Information

Contact Name First _____ Last _____

Business Name _____

Billing address _____

City/State/ZIP _____

Contact Email _____ Contact Phone _____

Advertising

AD Size _____

Black and White Rates (Color Ad Rates on Back)

Frequency - circle one

1x 3x 6x 12x

Black&White / Color (circle one)

Rate per Ad\$ _____

see chart to the right for rates per ad

Owner

Number _____

5% discount if current Willy Street Co-op Owner. Discount will be calculated at time of billing

Total Cost Per Ad

\$ _____

_____ I am a new advertiser

Size	Dimensions	1x	3x	6x	12x
Full Page	10.25"x13"	\$900	\$875	\$850	\$825
½ Horizontal	10.25"x6.375"	\$575	\$550	\$525	\$490
½ Vertical	5"x13"	\$575	\$550	\$525	\$490
¼ Horizontal	10.25"x3.065"	\$325	\$300	\$285	\$265
¼ Vertical	2.375"x13"	\$325	\$300	\$285	\$265
¼ Square	5"x6.375"	\$325	\$300	\$285	\$265
⅛ Horizontal	5"x3.065"	\$200	\$180	\$165	\$150
⅛ Vertical	2.375"x6.375"	\$200	\$180	\$165	\$150
1/16 Square	2.375"x3.065"	\$115	\$100	\$85	\$75

Advertising Dates

Please check which issues you would like to appear in.

Deadline is 10th of the month prior to Issue you want the ad to appear. For example, if you want your ad to start in February, your Ad Agreement to reserve space needs to be received by the 10th of January and your camera-ready ad copy received by the 15th of January.

Jan _____ Feb _____ Mar _____ April _____ May _____ June _____

July _____ Aug _____ Sept _____ Oct _____ Nov _____ Dec _____

Start Month/Year _____ End Month/Year _____

Size	Dimensions	1x	3x	6x	12x
Full Page	10.25"x13"	\$1000	\$950	\$925	\$900
½ Horizontal	10.25"x6.375"	\$650	\$625	\$600	\$550
½ Vertical	5"x13"	\$650	\$625	\$600	\$550
¼ Horizontal	10.25"x3.065"	\$400	\$350	\$350	\$325
¼ Vertical	2.375"x13"	\$400	\$350	\$350	\$325
¼ Square	5"x6.375"	\$400	\$350	\$350	\$325
⅛ Horizontal	5"x3.065"	\$265	\$225	\$225	\$200
⅛ Vertical	2.375"x6.375"	\$265	\$225	\$225	\$200
1/16 Square	2.375"x3.065"	\$165	\$125	\$125	\$110

Terms & Conditions

1. Willy Street Co-op does not accept advertisements that directly compete with products or services available at Willy Street Co-op.
2. Willy Street Co-op reserves the right to decline any advertising that it feels is inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in this Agreement.
4. Failure to provide advertising copy by the deadline will not relieve you from your financial responsibility. You will be billed as if the ad ran.
5. Willy Street Co-op is not responsible for errors contained within ad copy that the advertiser provides.
6. The advertiser shall indemnify and save Willy Street Co-op harmless from and against any loss or expense, including, without limitation, 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.
7. Advertisers will be billed by the 15th of the issue's month. Payment is due 14 days from the bill date.
8. Prepayment required for first time advertisers or at the discretion of Willy Street Co-op.
9. Rates are fixed at amounts in this agreement for duration of current agreement. Rate changes for new agreements can be made at any time.
10. Willy Street Co-op makes every attempt to accommodate ad position requests but does not guarantee position.
11. Cancellations must be received in writing by the 10th of the month prior to the issue the ad will appear to not be charged for the ad.
12. If Agreement is terminated early the ad rate will default to the rate for the number of ads actually placed.

Print Name

Signature

Title

Date