

Advertising Agreement - 2018 Southeast Homeschool Directory

Company	
Contact	
Address	
City, State, Zip	
Phone	
Fax	
Email	

Advertising Cost - Please see attached Spec Sheet for Terms & Dimensions

Select	Description	Cost	Color?	TOTAL COST
	Back Cover (Call for availability) - Only 1 available. Includes 4-Color & Bleed	\$835	/ / / / / / / /	\$835
	Inside Front Cover (Call for availability) - Only 1 available. Includes 4-Color & Bleed	\$760	/ / / / / / / /	\$760
	Inside Back Cover (Call for availability) - Only 1 available. Includes 4-Color & Bleed	\$760	/ / / / / / / /	\$760
	First Available Page - Right Side (Call for availability) - Only 1 available. Includes 4-Color & Bleed	\$760	/ / / / / / / /	\$760
	Full page (Add \$100 for 4-Color) - No Bleed	\$490	\$100	
	Half page (Add \$100 for 4-Color) - No Bleed	\$375	\$100	
	1/4 page (Add \$75 for 4-Color) - No Bleed	\$300	\$ 75	
TOTAL AMOUNT SUBMITTED				

Finished book size - 8" x 5 1/2"

Special requests/instructions/comments: _____

I hereby authorize publication of the above advertising in the 2018 Southeast Homeschool Expo Directory.

Signature _____ Date: _____

Title: _____

Kelly S. Ling - Advertising Agent
 kling@homeschoolexpodirectory.com
 HomeschoolExpoDirectory.com
 678-577-6450 - Phone :: 877-747-0969 - Fax

Advertising Rates for the Southeast Homeschool Expo Directory

The Southeast Homeschool Expo Directory is an 8.5" x 5.5" publication. It is a self-cover booklet, printed on 70# Text Gloss White.

Covers

Covers must be reserved and paid in full at time of reservation. All covers include color.

<u>Location</u>	<u>Price</u>
Front Cover	Not Available
Inside Front Cover	\$ 760
Inside Back Cover	\$ 760
Outside Back Cover	\$ 835
First Available Page	\$ 760

Inside Pages of Directory

Pricing includes placement of initial proof of ad and printing. Premium positions have limited availability. Please call for more information if you wish to reserve a specific location.

<u>Ad Size</u>	<u>B&W Price</u>	<u>Color Price</u>
Full Page	\$ 490	\$ 590
1/2 Page	\$ 375	\$ 475
1/4 Page	\$ 300	\$ 375

Payment—50% retainer is due with reservation of ad space (excluding covers). **Balance is due no later than July 1, 2018.** Any ad not paid in full by July 1, 2018 will be removed from final layout.

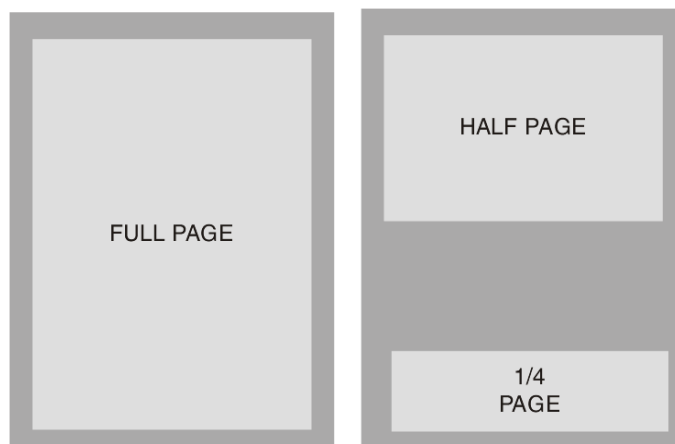
Payments are made by check or credit card via Paypal invoice.

Advertising Design—We will gladly design your ad if needed. Hourly rate—\$50 for art preparation. One hour minimum. You retain rights to ad to use as needed. All advertising information and files needed for ad design must be received by June 15, 2018. This includes digital files that includes all copy, photos, logos, etc. to guarantee placement in directory.

Agreement for advertising must be signed, including a 50% retainer of the cost of ad being purchased.

Discounts—Discounts are published via email. Make sure you are signed up for our email list to receive notice of discounts.

Southeast Homeschool Expo Directory Ad Size Information



<u>Ad Dimensions</u>	<u>Width</u>	<u>Height</u>
Full Page	4.75"	7.75"
1/2 Page—Horizontal	4.75"	3.75"
1/4 Page—Horizontal	4.75"	1.875"

1. All copy should be kept 1/4" from all edges.
2. Cover ads can bleed off edges. Please add 1/8" to all sides of ad if copy bleeds off edges.
3. No hard copy ads will be accepted; all ads must be in digital format.

Preferred Digital Formats

1. PDF Press Ready File with all fonts converted to outlines. All images must be 300 DPI or more. All color files must be in CMYK format. All B&W ads must be a grayscale file.
2. JPG/JPEG files must be 300 DPI, CMYK, or grayscale.
3. Files should be converted from RGB to CMYK.
4. EPS, TIFF, PDF, and JPEG formats are acceptable.
5. No low resolution files will be accepted.
6. Digital files can be emailed to kling@homeschoolexpodirectory.com—Zip files accepted.

To purchase any advertising, please fill out the attached agreement and mail or fax it back to :

Kelly Ling, 24 Windsor Lane, Alpharetta, GA 30004
Fax: (877) 747-0969

ALL CHECKS MADE PAYABLE TO: KELLY LING

Cancellation Policy—Back cover, inside/outside, and first page advertising CANNOT be cancelled once order is placed. For all other ads, advertiser shall have the right to cancel advertising agreement at any time by written notice to Kelly Ling. In the event such cancellation is received up to 60 calendar days prior to the advertising deadline above, Kelly Ling will refund ad price minus a 40% cancellation fee. No refunds will be made on ad cancellations received less than 60 calendar days prior to advertising deadline above. Under all circumstances, Kelly Ling retains the right to resell any advertising space cancelled by advertiser.

For more information, visit HomeschoolExpoDirectory.com
Or contact Kelly Ling—kling@HomeschoolExpoDirectory.com
(678) 577-6450 :: (877) 747-0969 (Fax)