

Vermont Life Magazine: Advertising Insertion Order

Contract Start Issue: _____

Insertion Frequency: _____

- 1 READ** and **VERIFY** information.
- 2 PRINT** a copy.
- 3 SIGN** and **SUBMIT** to Harvest Limited LLC, **Judy MacIsaac**; e-mail: vtlife@harvestlimited.com; fax: (802) 496-7699.
- 4 CREATE AD** and **E-MAIL** materials to both david.goodman@state.vt.us and judy.thurlow@state.vt.us, or **MAIL** to *Vermont Life* Production Dept., One National Life Drive, 6th Floor, Montpelier, VT 05620. E-mail David or Judy for FTP instructions.

Advertiser

Company Name: _____
 Billing Address: _____
 City/State/Zip: _____
 Shipping Address: _____
 City/State/Zip: _____
 Phone: _____
 Contact Name: _____
 E-mail: _____
 Website: _____

Agency

Company Name: _____
 Billing Address: _____
 City/State/Zip: _____
 Phone: _____
 Contact Name: _____
 E-mail: _____
 Website: _____

Invoices should be sent to: Advertiser Agency
 Proofs should be sent to: Advertiser Agency

Deadlines

The following dates are generic. Issue closings will be adjusted to allow for weekends or holidays. Contact our sales office, Harvest Limited LLC, at (802) 496-6789 ext. 1 or vtlife@harvestlimited.com for more information.

Issue	Reservation Closing	Ad Materials Due	Published	Ad Size	Ad Shape	Placement	Ad Rate

Cancellations are not accepted after space reservation closing dates.

Ad Materials

Supplying new print-ready ad

Pick up ad from (season/yr) ____ / ____ page ____

Pick up listing from (season/yr) ____ / ____ page ____

Supplying listing copy

Copy is attached Copy will be e-mailed to judy.thurlow@state.vt.us

AdLink Leads Yes No **E-mail for Leads** _____

Web Link Yes No **Web Link URL** _____

Web Link Brief (maximum 20 words) _____

Web Link Categories (choose all that apply) Attractions/Events Books Business Opportunities Dining/Lodging
 Education Home Lawn/Garden Outdoor Recreation Real Estate Senior Living Community Vacation Rentals
 Vermont Marketplace Other _____

Advertising opportunities on *Vermont Life's* website, www.VermontLife.com, are also available.

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Production Charges

Production charges will be assessed for ads that are (a) created from raw copy; (b) require changes; (c) require scans of photos or slides (photos must be of good quality); (d) submitted in incompatible formats that need to be re-created; (e) incorrectly sized that must be re-sized. *Vermont Life* will provide proofs of all ads that require production and allow one round of corrections at no charge. Advertiser's alterations beyond a second proof will be billed at \$60/hour. *Vermont Life* will provide confirming proofs of all print-ready ads. Advertiser's alterations to this proof will be billed at \$60/hour.

For production questions, call David Goodman (802) 828-5534 or Judy Thurlow at (802) 828-5532.

Ad Make-Up & Design: Full page \$250.00; 2/3 page \$200.00; 1/2 or 1/3 page \$75.00; 1/4 or 1/6 page \$50.00; 1/8 or 1/12 page \$40.00; 1/24 page \$20.00

Scans: \$35.00

Computer Time: \$60.00/hour (advertiser's alterations, custom artwork, re-sizing, reproducing ads)

Publishers' Conditions and Copy Regulations (Publisher as used in the following refers to *Vermont Life*, its officers and staff.)

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising at any time.
- The advertiser's most recent ad will be repeated if a new ad or instructions are not provided by the materials due date for the contracted issue.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement, including acts of God, government restrictions, fires, strikes, accidents or other events beyond the publisher's control.
- Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion, resembles editorial matter.
- Requests for specific position, other than covers, are not guaranteed unless position premium has been provided for in the contract.
- Advertisements pub-set and not used will be charged for composition and other direct expenses.
- Advertisers will be short-rated, consistent with the terms herein, if within any 12-month period from the date of first insertion they do not use the amount of space upon which the billings have been based. Failure to complete order as written to qualify for any published discounts for multiple-issue ad buys will result in the loss of all discounts. Advertiser will be billed at published rates for space.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
- New advertisers must include payment with order, pending credit approval. All orders for space insertions are subject to credit review. Advertisers who do not meet the publisher's credit criteria may be required to prepay for their display ad insertion orders. Classified advertisements must be paid in full prior to publication.
- Payment terms are net 30 days. Overdue accounts may be charged 2 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
- A contract (except for cover, preferred and special positions or incentive plan) may be suspended or canceled upon 30 days written notice received by the publisher prior to published advertising close date for the appropriate issue, and rate will be adjusted to that earned by actual number of insertions. No cancellations are accepted after closing date.
- In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- Verbal agreements are not recognized.
- In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the state of Vermont, USA.
- Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.
- All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
- Advertising insertion is conditioned upon acceptance of the publisher.
- The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the state of Vermont, USA.
- Recognized advertising agencies providing complete print materials are allowed 15 percent commission on gross billing space, color and position, only if the account is paid within 30 days.

Gross Order Total: \$ _____
Position Charge: \$ + _____
Production Charge: \$ + _____
Nonprofit Discount: \$ - _____
Ad Agency Discount: \$ - _____
Total Order Amount: \$ _____

Listing Copy (please review):

Deduct 3% of total order amount if payment is made prior to month of publication.

Notes/Instructions: _____

Authorized by (print): _____ Company: _____

Signature: _____ Date: _____

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions and Copy Regulations.