

Knight Life

2017-2018 Advertising Contract

606 East Kilgore Road. Kalamazoo, MI 49001

Ph. (269) 337-0220 ext. 2102 Fax: (269) 337-0045 Email: PANKOPTL@kalamazoopublicschools.net

Website: Knightlifeneews.com

The following section defines terms for the purposes of this contract: _____, shall be referred to as “the Advertiser”. The “Publication” is defined as **KNIGHT LIFE**, a monthly publication produced by the students of Loy Norrix High School. The “price for published advertising” is hereby defined as the sum of all the advertising purchased as indicated in the rate card for a specific issue of the publication. The “publication date” is defined as the date of distribution of the issue in which advertising appears for the Advertiser as indicated in the rate card. The “payment due” date shall be defined as 30 days after the publication date.

This document is an agreement between **KNIGHT LIFE** and the Advertiser. The publisher hereby agrees to print the selected advertising, in the selected issues of the publication, as indicated in the section titled “Rate Card” below. If the advertiser fails to provide the advertising by the selected date, **KNIGHT LIFE** reserves the right to pull the advertising and refund the advertiser’s money completely. The publisher reserves the right to refuse advertising for any reason. Advertiser also agrees to pay the Publisher the price for published advertising no later than 30 days after the publication date. Advertiser may also pay for advertising in full before the payment due date if they so choose.

RATE CARD		Issue Distribution	10/28	12/23	2/17	4/14	5/26	TOTAL
		Ad copy deadline***	10/2 1	12/1 6	2/10	3/30	6/2	
Ad Size	Price / Unit*	Dimensions (in)	1	2	3	4	5	
Business Card	\$30.00	w 3.3 x h 2.0						
Small	\$50.00	w 5.8 x h 3.3						
Quarter Page	\$125.00	w 5.8 x h 10.75						
Half Page	\$190.00	w 11.9 x h 10.75						
Full Page	\$300.00	w 11.9 x h 21.5						
Insert	**\$95.00	Up to 11.9 x 21.5						
Website	\$60.00	30 days on website	To:		From:			
✓ When payment received			Date:					

*For Color Ads, other than inserts, double the printing price.

** For Inserts, Advertiser agrees to pay all printing costs.

***Date given is approximate, and **KNIGHT LIFE** does not guarantee that the paper will be published on that date.

IN WITNESS WHEREOF, for adequate consideration and intending to be legally bound, the parties hereto have caused this Agreement to be executed by their duly authorized representatives.

KNIGHT LIFE Rep: _____

Advertiser: _____

Address: _____

Phone Number: _____, Fax: _____

Advertiser (Contact Person): _____

Email: _____

Signature: _____ Date: _____