

HOT SPOTS: Advertising Contract 2017

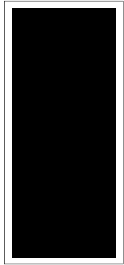
Contact: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

STEP 1 SIZE SPECIFICATIONS AND RATES

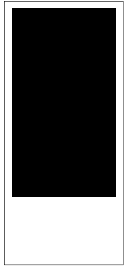
full page (3.813 x 9.25 plus .125 bleeds for covers/first page OR 3.375 x 8.813 for interior)



- | | |
|---|---|
| _____ inside front cover
\$1650 / \$1567.50* | _____ outside back cover
\$1500 / \$1425.00* |
| _____ inside first page
\$1650 / \$1567.50* | _____ full page interior
\$1365 / \$1296.75* |
| _____ inside back cover
\$1390 / \$1320.50* | |

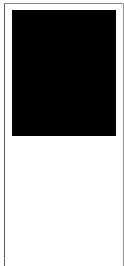
***Cash/Check 5% Discount**

3/4 page (3.375 x 6.5)



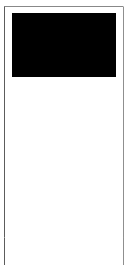
- _____ 3/4 page, one sided
\$1025 / \$973.75*

1/2 page (3.375 x 4.188)



- _____ 1/2 page, one sided
\$685 / \$650.75*

1/4 page (3.375 x 1.875)



- _____ 1/4 page, one sided
\$345 / \$327.75*

***Cash/Check 5% Discount**

\$ _____ Rate Due (**one-time fee** for 12 months of advertising)

Make check payable to:

WELU PRINTING COMPANY

1685 Central Ave. • Dubuque, Iowa 52001

563.582.1332

STEP 2 DESIGN

- _____ OPTION 1: **same design as enclosed**
(with exception of expiration date)
- _____ OPTION 2: **same design with changes**
(see attached sheet for changes)
- _____ OPTION 3: **new design by Welu Printing**
(see attached sheet for details)
- _____ OPTION 4: **new design submitted by client**
(client must submit print ready artwork by _____)

STEP 3 PROOFS

- _____ OPTION 1: **PDF proof by email**
- _____ OPTION 2: **printed proof**

STEP 4 MAP LOCATION

- _____ OPTION 1: **same location as enclosed**
- _____ OPTION 2: **new location** (see attached sheet for details)

STEP 5 CONTRACT REGULATIONS

- Ad placement is NOT guaranteed.
- Credit cards: VISA & Mastercard accepted.
- *Cash/check discount of 5% if paid in 15 days.**
- Content is reserved for this publication only.
- Two proofs will be provided at no charge. Additional proofs may incur additional charges.
- Acceptable file formats for design submissions include: JPEG, TIF, PDF or EPS. Acceptable media include CD or email.
Artwork is due by _____
- Upload files online at www.weluprinting.com (click on "send a file") OR by email at info@weluprinting.com.
- Cancellation Fee: **50% of ad cost.**

Date: _____

Signature: _____

Print Name: _____

Welu Representative Signature: _____