

Advertising Space Contract

2020 May Reporter Membership Issue

Reservation Deadline is April 17, 2020 | Camera-Ready Art Deadline is April 20, 2020

A. Full Page (bleed) 8.75" x 11.25"	B. Full Page (non bleed) 7.5" x 10"
C. 2/3 Page 4.87" x 10"	D. 1/2 Page Vertical 3.66" x 10"
E. 1/2 Page Horizontal 7.5" x 4.87"	F. 1/3 Page Vertical 2.37" x 10"
G. 1/3 Page Horizontal 4.87" x 4.87"	H. 1/6 Page Vertical 2.37" x 4.87"
I. 1/6 Page Horizontal 4.87" x 2.37"	For example purposes only, not to scale.

Step 1 (select size)

- A B C
 D E F
 G H I

Step 2 (select color)

- Full Color Black & White
 Spot Color Pantone (Add \$79
regardless of size)

Ad Pricing - Net Price

First come, first served. Rates listed are at single issue rate. If you are a current advertiser, and wish to enhance your current advert with color or size, your rate will be priced at the frequency rate you currently enjoy. Please call me for your pricing information. Adverts must be submitted electronically via email, and must be in .pdf format. Trim size is 8.5" x 11".

Step 3 (select pricing)

Nonmember pricing is double the rates listed below:

- | | | | | |
|------------------------------|-----------|------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> A/B | Full Page | <input type="checkbox"/> B&W \$575 | <input type="checkbox"/> Spot \$665 | <input type="checkbox"/> Full Color \$810 |
| <input type="checkbox"/> C | 2/3 Page | <input type="checkbox"/> B&W \$390 | <input type="checkbox"/> Spot \$465 | <input type="checkbox"/> Full Color \$625 |
| <input type="checkbox"/> D/E | 1/2 Page | <input type="checkbox"/> B&W \$350 | <input type="checkbox"/> Spot \$410 | <input type="checkbox"/> Full Color \$585 |
| <input type="checkbox"/> F/G | 1/3 Page | <input type="checkbox"/> B&W \$250 | <input type="checkbox"/> Spot \$300 | <input type="checkbox"/> Full Color \$485 |
| <input type="checkbox"/> H/I | 1/6 Page | <input type="checkbox"/> B&W \$175 | <input type="checkbox"/> Spot \$210 | <input type="checkbox"/> Full Color \$410 |

If you are not a current advertiser, please note all specific placement positions have been sold at this time; however, we will add more pages and will have plenty of great positions throughout the magazine. Your advert will be placed on an inside random page. **Invoices will be sent after publication.**

Step 4 (complete and sign—please select one)

- I understand that camera-ready art is due by April 20, 2020
 I am a current advertiser but plan to enlarge or add more color to my current advert and understand camera-ready art is due by April 20, 2020
 I am not a current advertiser but advertised in this issue last year. Please use last year's artwork.

Contact Name _____ Email Address _____

Firm _____ Membership # _____

Mailing Address _____

City, State & Zip _____

Phone Number _____ Fax Number _____

By signing below, I acknowledge have read and agree to the terms of the agreement on the backside.

Print Name _____ Signature _____

Step 5 (return form to us)

Regina Sánchez

email regina@wma.org | fax 916.448.7085

mail WMA | 455 Capitol Mall, Suite 800 | Sacramento, CA 95814 | 916.448.7002

Terms of Agreement

Advertisements must conform to the mechanical requirements as set out in the *Reporter* rate card. Advertiser agrees to pay the rates as set forth in the *Reporter* rate card, or the one-time rates listed on the frontside of this agreement. Advertisements must be received according to space reservation and deadline requirements, also set forth. Advertiser will be charged for any art or film provided by publisher.

Advertiser must currently have a *Reporter* contract with specific insertion dates set forth to be eligible for a frequency discount for this specific issue. Cancellations must be submitted in writing, prior to the advertising deadline. Cancellations received after the deadline will not be honored.

Advertiser agrees to pay the one-time rate. If advertiser increases the size or adds color to the advertisement, rate will be adjusted according to the frequency rate already contracted for.

Publisher reserves the right to decline any advertisement for any reason it deems sufficient. Publisher retains the right to reject or cancel any advertisement that does not conform to the publication's standards, purpose or audience. Advertisements of a political nature will not be accepted. Advertiser assumes liability and agrees to hold publisher harmless for content of advertising published, and for any and all claims arising from content, which might be made against publisher, including claims or suits for libel, violation of right of privacy, plagiarism and copyright or trademark infringement. The liability on the part of the publisher for any error or omission is not to exceed the cost of the advertisement. The publisher is not liable for any delays beyond the control of the publisher, including accidents or acts of God. In the event of a legal dispute, the prevailing party is entitled to recover attorney's fees and costs.

Acceptance of advertising does not in itself constitute recommendation or endorsement of advertisers' firm or product by the publisher. If legal action is necessary for collection or other causes, advertiser agrees to pay all attorney's fees and court costs. The words "Western Manufactured Housing Communities Association", the WMA logo or initials "WMA" may not be used in any advertisements without prior permission.