

Off The RACC

Rates and Guidelines

Effective September 10, 2017



Off The RACC is distributed directly to **7,350** households and businesses quarterly, during the first half of January, April, June and September.

All ads are full-color!

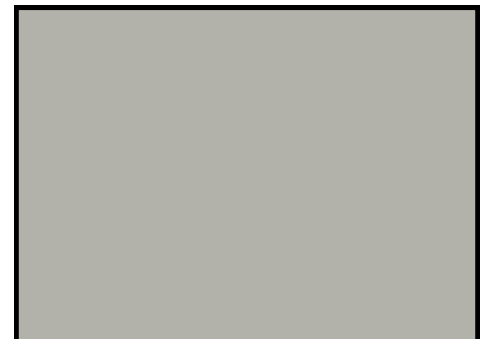
To advertise or to find out more information, call 269.629.9430.



Half Back Page



Full Inside Page



1/6
Page

1/3 Page

ADVERTISING RATES	AD SIZE W x H	OPEN RATE (per issue)	3-TIME RATE (per issue)
Half Back Page	5.25" x 8.25"	\$600	NA
Full Inside Page	8.25" x 10.75"	\$575	\$500
1/3 (Third) Page	3.4" x 8.25"	\$200	\$180
1/6 (Sixth) Page	2.875" x 5.4375"	\$100	\$90
Sponsor	Name Listed	\$75.00	NA

Off The RACC

Ad sizes and Specifications



DISTRIBUTION

Distribution dates and quantities are based on projection and are subject to change. The RACC reserves the right to cancel any scheduled edition of the newsletter for any reason and the advertiser will be entitled to only the advertising cost paid in advance for said publications.

AD SUBMISSIONS

Artwork must be high resolution PDF, Tiff, Photoshop or Illustrator files (300 dpi or higher). Ensure that ALL fonts are embedded, all colors are converted to CMYK. Advertiser assumes all liability for content, including font and art usage within its ads.

EDITORIAL CONTENT

Advertisements which resemble editorial content must be bordered and identified as "paid advertising."

IN-HOUSE AD PRODUCTION

Please contact us if you need help in the design or layout of an ad for your business. There is a \$50 hourly fee for this service (one-hour minimum for your initial ad set-up). Updates and minor modifications are \$35 per hour (one hour minimum).

E-MAIL MATERIALS TO

info@richlandareacc.org

RIGHTS OF REFUSAL

Richland Area Community Center reserves the right to refuse, at its absolute discretion and at any time it deems, to accept or reject advertising submitted for publication in its quarterly newsletter.

CANCELLATION

Advertiser will be held liable for space reserved unless a 60-day advance notice has been submitted to Richland Area Community Center in writing. When no acceptable material is furnished by material due dates for spaces under contract, the Publisher reserves the right to repeat a previous advertisement or to charge the full rate for the unused space.

DEADLINES

2018 Issues	2018 Ad Submission Deadlines	2018 Publication Date
January	December 14	January Week of January 8
April	March 9	April Week of April 9
September	August 17	September Week of September 10

Richland Area Community Center

Off the RACC Advertising Agreement



Todays Date: _____

Name of Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____ Ext: _____ Fax: _____

Contact Person: _____ Title: _____

E-Mail: _____ Phone: _____

Ad Frequency: January 2018 April 2018 September 2018

Ad Size: Half Back Page Full Inside Page 1/3 Page 1/6 Page Sponsor

<p>1. Richland Area Community Center (RACC) reserves the right to accept or reject advertising submitted for publication in its newsletter, whether or not it has been previously acknowledged and/or accepted.</p> <p>2. Advertising is sold "payment in advance" of publication.</p> <p>3. Advertising space is for the exclusive use and promotion of the advertiser and may not be offered, resold or used, directly or indirectly, by any third party.</p> <p>4. Advertising for a political candidate, ballot question or other political or controversial issue shall not be accepted for publication.</p> <p>5. Advertisements which resemble editorial content, must be bordered and identified as "paid advertising." Such modifications may be made without prior consent.</p> <p>6. All advertising must be accepted and approved on an individual basis for publication by the RACC. By accepting advertising, the RACC neither endorses nor advocates for the advertisers, its products or services.</p>	<p>7. Advertiser warrants that he/she has the right to use logos, trademarks, brand names, art, photos or illustrations of persons, products or entities in its advertising and agrees to hold the RACC and its agent(s) harmless from any and all claims made against the advertiser for use of such material or content provided by the advertiser.</p> <p>8. Reproduction or printing errors, placement and/or failure to publish advertising as submitted will entitle the advertiser to an adjustment based proportionally on the ad cost, at the discretion of the RACC. Claims for errors must be made within ten (10) days of publication.</p> <p>9. All advertisers agree to defend, indemnify and hold harmless the RACC, its board, officers, staff, agents and employees for any losses or liabilities, claims, costs or expense, including actual attorney fees incurred by the indemnified party resulting from or connected to the advertising content submitted to the RACC.</p> <p>10. Advertising rates may be adjusted. The adjustments will be made with thirty days(30) advanced written notice to advertisers with</p>	<p>multiple-publication agreements in effect. At such time, advertisers may cancel ads for future issue(s) without penalty by written notification within thirty (30) days notice of rate adjustment.</p> <p>11. Distribution dates and quantities are based on projection and are subject to change. The RACC reserves the right to cancel any scheduled edition of the newsletter for any reason and the advertiser will be entitled to only the advertising cost paid in advance for said publications.</p> <p>12. No other terms or conditions, expressed or implied, shall be valid unless agreed to, in writing, by the director of the RACC.</p> <p>13. The undersigned understand and agrees to the above policies, terms, conditions and obligations. If the undersigned is a corporation, limited partnership, general partnership or other entity, the undersigned warrants and represents that it is properly authorized by the board of directors, stock holders, partners and other holders of beneficial interest to acknowledge and accept these rules.</p>
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Authorized Signature-Advertiser:
 Signature: _____
 Title: _____
 Date: _____

Authorized Signature—RACC:
 Signature: _____
 Title: _____
 Date: _____