

2017 ADVERTISING CONTRACT

On Premise

THE OFFICIAL PUBLICATION OF THE TAVERN LEAGUE OF WISCONSIN

The Tavern League of Wisconsin (TLW) publishes six issues each year of *On Premise* magazine, including the annual TLW Membership Directory and Buyer's Guide each January. Don't miss out on this great opportunity to promote your business to TLW members and their employees.

2017 ADVERTISING RATES

BLACK & WHITE ADVERTISING

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	1/8 PAGE
1X	<input type="checkbox"/> \$1,115	<input type="checkbox"/> \$830	<input type="checkbox"/> \$725	<input type="checkbox"/> \$525	<input type="checkbox"/> \$410	<input type="checkbox"/> \$285	<input type="checkbox"/> \$215
3X	<input type="checkbox"/> \$1,060	<input type="checkbox"/> \$790	<input type="checkbox"/> \$700	<input type="checkbox"/> \$505	<input type="checkbox"/> \$395	<input type="checkbox"/> \$275	<input type="checkbox"/> \$205
6X	<input type="checkbox"/> \$1,005	<input type="checkbox"/> \$745	<input type="checkbox"/> \$665	<input type="checkbox"/> \$465	<input type="checkbox"/> \$370	<input type="checkbox"/> \$260	<input type="checkbox"/> \$200

SPECIAL OFFER: Any advertiser with a 3x or more contract will receive a 10% discount on a TLW Trade Show booth.

4-COLOR ADVERTISING

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	1/8 PAGE
1X	<input type="checkbox"/> \$1,770	<input type="checkbox"/> \$1,260	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$745	<input type="checkbox"/> \$570	<input type="checkbox"/> \$455	<input type="checkbox"/> \$380
3X	<input type="checkbox"/> \$1,720	<input type="checkbox"/> \$1,220	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$725	<input type="checkbox"/> \$555	<input type="checkbox"/> \$445	<input type="checkbox"/> \$370
6X	<input type="checkbox"/> \$1,655	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$990	<input type="checkbox"/> \$685	<input type="checkbox"/> \$530	<input type="checkbox"/> \$420	<input type="checkbox"/> \$360

Insert Rates: Available upon request.

All rates are net. Add 10% for guaranteed position.

- BACK COVER** \$1,870
- INSIDE FRONT COVER** \$1,820
- INSIDE BACK COVER** \$1,760

CLASSIFIED ADS

- \$40 minimum up to 8 lines. Additional lines \$5 per line.

AD ORIENTATION

- HORIZONTAL
- VERTICAL

COPY INSTRUCTIONS

- Will provide a new press-ready digital ad
- Please help me design an ad
- Pick Up Ad

AD RESERVATION AND MATERIALS DEADLINES

	Ad Reservations	Materials Deadline
Jan./Feb. (Directory)	Dec. 7	Dec. 15
Mar./April	Feb. 7	Feb. 15
May/June	April 7	April 15
July/Aug	June 7	June 15
Sept./Oct	Aug. 7	Aug. 15
Nov./Dec.	Oct. 7	Oct. 15

SEND AGREEMENT TO:

LOUISE ANDRASKI; SALES MANAGER

P: 608-873-8734

F: 608-204-6092

E-MAIL: lousea@merr.com

NEI-TURNER MEDIA GROUP, INC.

400 BROAD ST., UNIT D
LAKE GENEVA, WI 53147

CONTACT INFORMATION FOR ADVERTISING/BILLING

CONTACT NAME: _____

*AUTHORIZED SIGNATURE: _____ DATE: _____
* Signature denotes acceptance of terms stated on reverse side of the agreement.

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ E-MAIL: _____

CONTACT INFORMATION FOR AD MATERIALS

AGENCY NAME: _____

CONTACT NAME: _____

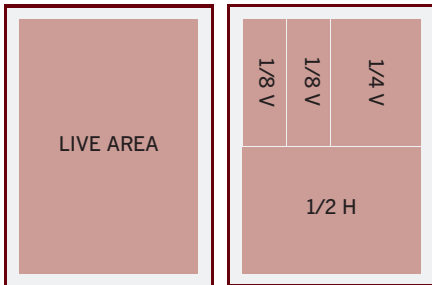
ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

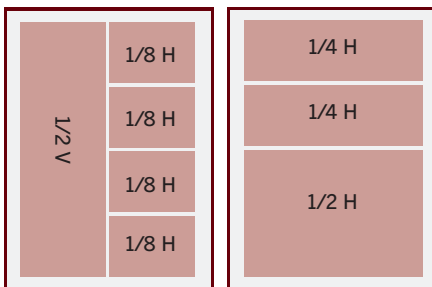
PHONE: _____ FAX: _____ E-MAIL: _____

ADVERTISING MECHANICALS / TERMS AND CONDITIONS

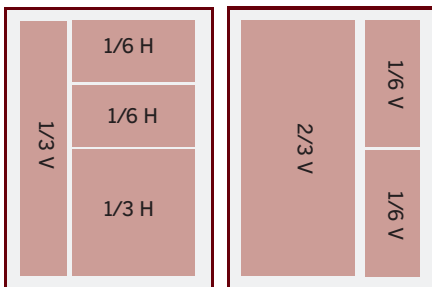
AD SIZES



TRIM OF MAGAZINE: 8" x 10.875"
 FULL PG. BLEED
 (ADD .125 AROUND TRIM): 8.25" x 11.125"
 FULL PG. (NO BLEED): 7" x 9.9375"
 1/2 (H) AD:6.875" x 4.875"
 1/4 (V) AD:3.343" x 4.875"
 1/8 (V) AD:1.577" x 4.875"



1/2 (V) AD:3.343" x 9.9375"
 1/4 (H) AD:6.875" x 2.3444"
 1/8 (H) AD:3.343" x 2.3444"



2/3 (V) AD:4.5215" x 9.9375"
 1/3 (H) AD:4.5215" x 4.875"
 1/3 (V) AD:2.167" x 9.9375"
 1/6 (H) AD:4.5215" x 2.3444"
 1/6 (V) AD:2.167" x 4.875"

*Keep live matter 3/8" from final trim on all sides. With bleed spreads keep live matter 1/8" from the gutter.

DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. **One hour of design time is included with your advertisement at no charge.** Additional time is billed at the following rates:

Design & layout services: \$75 per hour
 Color scans: \$50 per scan
 Black & white scans: \$35 per scan

PLEASE NOTE: Any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

LOGOS

Submit original logo in digital format. Anything submitted at a lesser quality will need to be recreated; business cards are not acceptable. Resolution must be 300+ dpi and CMYK (no RGB/Pantone). All fonts must be outlined.

ELECTRONIC ADS

Please submit your ad as a press quality PDF created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

PUBLISHING TERMS

All orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel advertising for any reason, including any advertising which in the opinion of the publisher does not conform to the standards of the publication. All advertisements are accepted and published by the publisher upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be warranty by the advertiser and agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein.

In consideration of publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract.

Nei-Turner Media Group, Inc. and Tavern League of Wisconsin are not liable for any damages, including consequential damages, if for any reason the publisher fails to publish an advertisement.

ACCEPTED MEDIA

CD • DVD • e-mail (ads@ntmediagroup.com)

FTP SITE INFORMATION

For use when uploading or downloading files using an FTP client (such as Fetch):
 www.ntmads.com
 ntclient%0094c93
 Atthelake12 (case sensitive)

PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/spot colors). Save all images embedded as TIF. Images downloaded from the Internet are not acceptable. Scans are acceptable at a high resolution and may be also provided by us for an additional charge.

BILLING TERMS

Advertising is invoiced upon publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

CONTRACTS

No cancellations after the ad reservation deadline. Cancellations prior to this date must be delivered to Nei-Turner Media Group in writing.

NO CANCELLATIONS ACCEPTED AFTER THE CLOSING DATE. VERBAL ORDERS ARE BINDING.