

RESERVATION INFORMATION

Name of Advertiser _____ Billing Address _____ City _____ State _____ Zip _____

Contact Person _____ Title _____

Phone _____ Fax _____ E-mail _____

(This contract is legal and binding and may only be canceled in writing within 30 days of reservation deadline.)

Signature _____ Ad Representative _____

RATES

ADVERTISING DEADLINES – Tentative Schedule

ISSUE.....RESERVATIONCAMERA READY.....PUBLISH

- FEB./MAR. 2008Jan. 2Jan. 8Jan. 25
- APR./MAY 2008.....Feb. 26.....Mar. 4.....Mar. 21
- JUNE/JULY 2008.....Apr. 29May 6.....May 23
- AUG./SEPT. 2008.....July 1.....July 8.....July 25
- OCT./NOV. 2008.....Aug. 26Sept. 2Sept. 19
- DEC. 08/JAN. 2009Oct. 28.....Nov. 4.....Nov. 21

DISPLAY RATES

(Placement at publisher's discretion.)

4/COLOR

Ad Unit		No. of Free Copies
Back Cover	\$968	20
Inside Front & Inside Back	\$860	20
Full Page	\$752	20
2/3 Page	\$644	15
1/2 Page	\$536	12
1/3 Page	\$405	12
1/4 Page	\$319	12

BLACK & WHITE

Ad Unit		No. of Free Copies
Full Page	\$525	12
2/3 Page	\$441	12
1/2 Page	\$358	12
1/3 Page	\$276	12
1/4 Page	\$248	12
1/6 Page	\$166	12
1/8 Page	\$138	12

Bleeds at no extra charge only on full, 2/3, and 1/2 pages.

Please add 10% for bleed ads.

Special positioning will cost an additional 10%.

For more information on placement, issues, rates & materials, circulation, and editorial focuses contact:

MANAGING EDITOR

Linda Kruger

Email: lkruger@thepioneergroup.com

ADVERTISING MANAGER

Ronda Jans

Email: rjans@thepioneergroup.com

CIRCULATION MANAGER

Deb Ringena

Email: dringena@thepioneergroup.com

800-352-8039 Fax: 319-824-3414

AD SIZES

Full Page:
7" x 10"
Trim Size: 8" x 10-7/8"
Bleed Size:
8-1/4" x 11-1/8"

1/2 Horizontal:
7" x 4-7/8"
Bleed Size:
8-1/4" x 5-5/8"

1/6 Horizontal:
4-1/2" x 2-3/8"

1/3 Vertical:
2-1/8"
x
10"

1/2 Island:
4-1/2" x 7-3/8"
Bleed Size:
5-1/8" x 7-7/8"

1/4 Vertical:
3-5/16"
x
4-7/8"

1/2 Vertical:
3-5/16" x 10"
Bleed Size:
4" x 11-7/8"

1/3 Horizontal:
4-1/2" w
x
4-7/8" h

2/3 Vertical:
4-1/2" x 10"
Bleed Size:
5-1/16" x 11-1/8"

1/6 Vertical:
2-1/8"
x
4-7/8"

1/3 Horizontal:
7" x 3-1/4"

1/8 Horizontal:
3-5/16" x 2-3/8"

MECHANICAL SPECIFICATIONS

- Trim Size: 8" x 10 7/8"
- Live Area: 7" x 10"
- Bleed: 8 1/4" x 11 1/8". Available on full page, 2/3 page, and 1/2 page units only at no extra charge. Dimensions are listed on ad size charts.
- Spread Bleed Size: 16 1/4" x 11 1/8"
- Spread Non-Bleed Size: 15" x 10"
- Safety: 1/4" from trim on all sides for live copy.
- Binding Method: Saddle Wire
- Printing Method: Heat set, Web Offset.
- Color Rotation: black, cyan, magenta, yellow.
- Proofs: Matchprint or Cromalin only. No progressive proofs please. Color bars must appear on all proofs.

Note: Publisher will charge for preparation of all material that does not meet the stated mechanical requirements. Advertising material will be held one year from date of receipt and will be returned only upon request, in writing, from the advertiser or agency. Advertiser will be billed for handling and freight on materials that are returned or forwarded.

DIGITAL REQUIREMENTS

- All files should be created in Adobe Illustrator® 7.0 or later and/or Adobe Photoshop® 5.0 or later and saved in the EPS file format. Advertisers need to send the original ad files, art, and fonts along with the saved EPS version.
- All **POSTSCRIPT FONTS** must have both printer and screen fonts provided.
- All **MODIFIED FONTS** should be converted to Outlines in Illustrator.
- All **GRAPHICS** should be saved as **TIFF** or **EPS** single files only (DCS off), no compression in file formats.
- All 4-color and halftone images must have a resolution of 300 dpi and saved as CMYK form, no compression.

Please mail your ad on a disk or e-mail. We accept 250 MB ZIPS, CDs, PDF press-ready optimized files, and FTP transfers.

All 4-color ads must be accompanied by a calibrated digital proof.

COPY AND CONTRACT REGULATIONS

1. All orders subject to publisher's acceptance. Publisher reserves right to cancel or reject for any reason at any time any advertising that does not conform to the editorial or graphic standards of the publication. There will be a charge for correcting grammatical errors on camera-ready copy.
2. The publisher is not responsible for any errors in numbers or other type set by publisher.
3. The publisher shall not be liable for any damages, including consequential damage, if for any reason the publisher fails to publish an advertisement.
4. Billing is upon publication of each issue. Payment due within 30 days of invoice date.
5. In the event that either the advertiser or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency are totally liable, in solido, for all fees, commissions, and sums charged by the collection agency or attorney. If any suit or other judicial proceeding is instituted for collection, or if the amount is collected through probate or bankruptcy proceeding, advertiser and agency shall be totally liable, in solido, for all attorneys' fees and court costs incurred by publisher in the collection of said bills. If agency or advertiser defaults in the payment of bills, or if in the judgment of publisher the advertiser's or agency's credit becomes impaired, publisher has the right to require payment in advance for further advertising or payment under any other terms as publisher sees fit.
6. Ads scaled to other publications will be centered in space purchased. Publisher may make and charge for any alterations necessary to make ad conform to size specifications.
7. Covers are non-cancelable. Cancellations for any ad are not accepted after space deadline. When no acceptable copy is furnished by material deadline for space under contract, publisher reserves the right to repeat latest advertisement or to charge for the unused space.
8. Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of publisher affecting production or delivery in any manner.
9. Publisher-Set Ads: If you cannot find a graphic artist to design your ad... **We can assist you!** Call your ad rep for details.

PAYMENT TERMS

New advertisers must supply payment with order pending credit approval. A service fee of 1.5% per month (18% per annum) is charged on overdue accounts.

Please deliver all materials to:

Village D-Lights

P.O. Box 306, 506 2nd Street, Grundy Center, IA 50638

Attn: Ronda Jans

To reserve space please complete the advertising contract on the other side and fax to your sales representative.

Fax: 319-824-3414 • 800-352-8039

www.VillageD-Lights.com