



Lavender Listings 2007/08 Advertising Contract

Early Bird Discounts until January 23, 2007

Final contract and payment deadline ~~February 15, 2007~~ EXTENDED to February 28th.

Artwork deadline ~~February 20, 2007~~ EXTENDED to March 5th.

Advertiser Contact Information

Contact Person _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email Address _____

Web Address _____

Step 1 - List your Business (Information for Publication)

Display advertisers receive one FREE listing with display ad purchase.

Please print or type legibly. Even if you are a returning advertiser, step one must be completed for listing inclusion.

= I don't want this line published in my listing.

Business Name _____

Listed Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email or Web Address _____

I want my listing category to be: _____

Repeat my listing in this additional category(ies) _____

Step 2 – Select your Advertising

= I want to buy this ad (select price by date).

Premium and Standard advertisers receive one FREE listing in the print publication and one FREE sponsored listing in the online publication with ad purchase.

Premium Advertising

Premium Advertising is subject to limited availability. Please call or email sales agent to confirm.

- | | | |
|---|--|---|
| <input type="checkbox"/> Back Cover/Color
4 1/2"W x 7 5/8"H | <input type="checkbox"/> Final Rate \$2650 | <input type="checkbox"/> by January 23 rd \$2330 |
| <input type="checkbox"/> Section Divider/Color
4 1/2"W x 7 5/8"H | <input type="checkbox"/> Final Rate \$1810 | <input type="checkbox"/> by January 23 rd \$1625 |
| <input type="checkbox"/> Inside Cover/Color
4 1/2"W x 7 5/8"H | <input type="checkbox"/> Final Rate \$1260 | <input type="checkbox"/> by January 23 rd \$1125 |
| <input type="checkbox"/> First and Last Pages/B&W
4 1/2"W x 7 5/8"H (<i>Placement Order First Come, First Serve</i>) | <input type="checkbox"/> Final Rate \$750 | <input type="checkbox"/> by January 23 rd \$675 |

NEW Map Advertising with Your Neighborhood Included

Your ad will be included in the Print and Online Editions.

- | | | |
|--|---|--|
| <input type="checkbox"/> Map Location Dot
<i>The location of your business will be shown with a dot. A copy of your directory listing will be included in the legend.</i> | <input type="checkbox"/> Final Rate \$200 | <input type="checkbox"/> by January 23 rd \$175 |
| <input type="checkbox"/> Facing Page Display Ad/Color
2 1/8"W x 1 3/4"H | <input type="checkbox"/> Final Rate \$280 | <input type="checkbox"/> by January 23 rd \$225 |

Standard Advertising

NEW Color now available for Standard Advertising for only \$100 more!

- | | | |
|--|---|--|
| <input type="checkbox"/> Full Page/Color
4 1/2"W x 7 5/8"H | <input type="checkbox"/> Final Rate \$860 | <input type="checkbox"/> by January 23 rd \$770 |
| <input type="checkbox"/> 1/2 Page/Color
4 1/2"W x 3 11/16"H | <input type="checkbox"/> Final Rate \$550 | <input type="checkbox"/> by January 23 rd \$505 |

- | | |
|--|--|
| <input type="checkbox"/> 1/4 Page/Color
2 1/8"W x 3 11/16"H | <input type="checkbox"/> Final Rate \$380 <input type="checkbox"/> by January 23 rd \$345 |
| <input type="checkbox"/> 1/8 Page/Color
2 1/8"W x 1 3/4"H | <input type="checkbox"/> Final Rate \$250 <input type="checkbox"/> by January 23 rd \$220 |
| <input type="checkbox"/> Full Page/B&W
4 1/2"W x 7 5/8"H | <input type="checkbox"/> Final Rate \$760 <input type="checkbox"/> by January 23 rd \$670 |
| <input type="checkbox"/> 1/2 Page/B&W
4 1/2"W x 3 11/16"H | <input type="checkbox"/> Final Rate \$450 <input type="checkbox"/> by January 23 rd \$405 |
| <input type="checkbox"/> 1/4 Page/B&W
2 1/8"W x 3 11/16"H | <input type="checkbox"/> Final Rate \$280 <input type="checkbox"/> by January 23 rd \$245 |
| <input type="checkbox"/> 1/8 Page/B&W
2 1/8"W x 1 3/4"H | <input type="checkbox"/> Final Rate \$150 <input type="checkbox"/> by January 23 rd \$120 |

NEW Banner Advertising for Main Stonewall Columbus Web site

I want to purchase a rotating banner advertisement for the main Stonewall Columbus web site. My banner ad will appear in a random rotation within the group of advertisers that purchase this placement. My banner ad will run from April 1, 2007 to March 31, 2008.

Ad Size: 150 x 150 pixels

- Final Rate \$200 by January 23rd \$180

NEW Banner Advertising for Online Edition of Lavender Listings

I want to purchase a rotating banner advertisement for the main online Columbus Edition Lavender Listings website. My banner ad will appear in a random rotation within the group of advertisers that purchase this placement. My banner ad will run from April 1, 2007 to March 31, 2008.

Ad Size: 150 x 150 pixels

- Final Rate \$100 by January 23rd \$80

Listing Advertising for Print and Online Editions

Premium and Standard Advertising purchases include a FREE sponsored listing in the Online Lavender Listings. Online listings will run from April 1, 2007 to March 31, 2008.

- I want to purchase a listing. Final Rate \$90 by January 23rd \$80
- I want to purchase a non-profit listing. Final Rate \$30 by January 23rd \$25
- NEW** I want to purchase an online listing. Final Rate \$15 by January 23rd \$10
- NEW** I want to purchase an online non-profit listing. Final Rate \$8 by January 23rd \$5

Step 3 – Total and Payment

I am a non-profit organization and am eligible to receive 30% off the total of any premium, map, standard, or online banner advertising.

Total Non-profit Discount Amount \$ _____ . _____

My total payment minus discounts, is \$ _____ . _____

Check enclosed (payable to Stonewall Columbus)

I would like to pay by eCheck (An invoice will be emailed to you.)

I would like to pay by Credit Card

Visa

MasterCard

Discover

American Express

Account Number _____

Name as it appears on Credit Card _____

CV2 Number _____

(For Visa, MasterCard, and Discover: 3 digit number on the signature strip on the back of the card. For American Express: A 4 digit number above the card number on the front of the card.)

Expiration Date _____ (MM/YYYY)

Cardholder's Signature _____

Terms and Conditions

Deadlines

All ad space reservations and payments are due February 15, 2007, no later than 5:00 p.m. (EST). Payments received after this date will be ineligible for the Early Bird discount, which is January 23, 2007. A 20% late fee may be charged to all contracts accepted past February 15, 2007. We cannot guarantee your inclusion in the Lavender Listings if payment or artwork is received after the published deadline.

Billing and Payment

Payment is due when contract is submitted. No ad will run in Lavender Listings without payment in full. Pay by cash, check or credit card (Visa, MasterCard, American Express, and Discover or eCheck).

Contract and Copy Requirements

1. A contract must be signed by the advertiser.
2. All advertising is subject to approval by publisher.
3. Advertisers assume full responsibility and liability for any claims arising from the advertisement.
4. The publisher shall not be liable for errors in proofs approved by the advertisers.
5. The publisher shall not be subject to any liability, whatsoever, for any failure to publish or circulate all or any part of issue or issues because of circumstances not within the control of the publisher.

6. All advertisers must be in good financial standing with Stonewall Columbus in order to appear in Lavender Listings.
7. No special requests for positioning of advertisements other than contracted can be accepted since publication is alphabetized by type and category.

Please Note:

Failure to provide accurately sized art, or all necessary electronic files, properly prepared, may result in UNPREDICATABLE OR DISAPPOINTING printing results, or the OMISSION of your ad.

Step 4 – Provide your artwork

My artwork is:

- Attached
- Camera-ready
- Electronic media with printout
- Pending (due by March 5th)
- Needs design assistance
You will be billed separately for design services by Succeeding Steps LLC after agreeing to a fee estimate.

Artwork FAQ

What formats are accepted?

The following Mac or PC accepted formats:

PDF: Actual Size, min. 300dpi

QuarkXPress: Exported as EPS with all included fonts and graphics in file

Adobe InDesign: Exported for press with all included fonts and graphics in file

Adobe Illustrator: Convert fonts to outlines; embed all graphics in file or attach linked graphics

What media is accepted?

Files are accepted on compact disc or via email to: art@lavenderlistings.com.

Step 5 – Acceptance of agreement

I hereby agree to purchase advertising in the 2007/2008 Lavender Listings in accordance with the terms outlined in this Advertising Contract.

Advertiser

Signature

Printed Name

Date _____

Stonewall Representative

Signature

Printed Name

Date _____

Please return the following form, with payment, to Lavender Listings Sales Agent, Succeeding Steps LLC, by February 15, 2007. Please make checks payable to STONEWELL COLUMBUS.



Attn: John Herman
4226 S Oval St
Dublin, OH 43017-5005
(877) 292-5503 Phone and Fax
info@lavenderlistings.com
Visit www.lavenderlistings.com for more information.