



## 2012 e-Beacon Rate Sheet and Specs

### Business/ Company Information

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_

Is the principal of the business a Bay Hills resident? No  Yes

(If Yes, please provide Bay Hills street address): \_\_\_\_\_

Additional notes:

### Ad Size

<input type="checkbox"/> 1/2 Banner Width: 301 pixels Height: 124 pixels \$40 per issue	<input type="checkbox"/> Banner Width: 301 pixels Height: 124 pixels \$60 per issue	<input type="checkbox"/> Large Square Width: 301 pixels Height: 301 pixels \$100 per issue	<input type="checkbox"/> Top Banner Width: 602 pixels Height: 124 pixels \$110 per issue (Space Limited)	
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### Ad Material Submission

Please submit a correctly sized jpg file in RGB color, 72 dpi, to the Editor via [Beacon@BayHillsOnline.com](mailto:Beacon@BayHillsOnline.com) by the 15th of the month prior to the issue of publication. Contact the Editor by the 1st of the month prior to the publication issue if ad design services are required.

If monthly modifications to the ad copy are expected, the advertiser must also provide a “generic” ad that can be run at any time as necessary. Any advertiser-submitted copy that requires editing prior to publication may incur an additional charge from the Editor. Please contact the Editor with any questions.

**Issues**

Requested 2012 issues to run ad:

- |                                   |                                |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> April | <input type="checkbox"/> July      | <input type="checkbox"/> October  |
| <input type="checkbox"/> February | <input type="checkbox"/> May   | <input type="checkbox"/> August    | <input type="checkbox"/> November |
| <input type="checkbox"/> March    | <input type="checkbox"/> June  | <input type="checkbox"/> September | <input type="checkbox"/> December |

**Billing Preference**

- Monthly (Jan, Feb, Mar, Apr, May, June, July, Sept, Oct, Nov, Dec)
- Quarterly (Jan-Mar; Apr-June; Jul-Sept; Oct-Dec)
- Annual (Jan-Dec)

**Terms**

Advertisers will be invoiced by the Editor on a net-30 basis. First-time advertisers will be required to submit payment prior to the ad's first appearance. Late payment will be due upon receipt of the second invoice.

A 5% late fee will be assessed for delinquent accounts and will also result in removal of the ad from publication.

**Payment Submission**

All checks for Beacon invoices should be made payable to BAY HILLS COMMUNITY ASSOCIATION, include the invoice number and be sent to the Editor at the following address:

Julia Collins  
 Editor, Bay Hills Beacon  
 23 Torran Ct. Phone: 410-956-4216  
 Edgewater, MD 21037 Beacon@BayHillsOnline.com

**Advertiser Agreement**

*Completion of this Contract is considered an official request for advertising space in the Bay Hills Beacon community newsletter and will become an official Contract agreement upon the Editor's acceptance notification. The Editor will attempt to fulfill as many requests as possible on a space-available basis, however, the Editor reserves the right to limit or disapprove requests on a case-by-case basis. Approved contracts will be invoiced. There is a maximum amount of advertising space per issue, and the Editor maintains a wait list once the maximum is reached. Bay Hills residents receive preference on the wait list and placement requests. Please feel free to contact the editor for details regarding space availability.*

The information provided is accurate and complete. I understand and accept the terms of the Bay Hills Beacon 2011 Advertising Contract and authorize the advertising order given here. I also agree to provide good faith efforts to maintain in communication with the Editor should any relevant questions regarding advertising content, payment, or contracts arise.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
 Print  
 Name/Title: \_\_\_\_\_