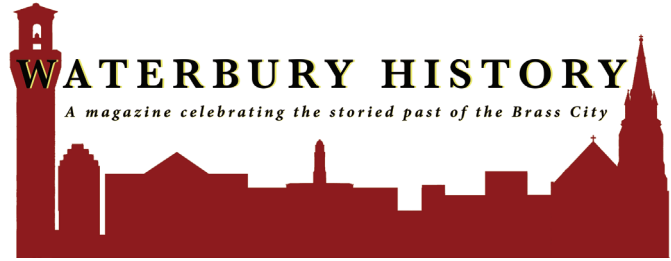


Advertising Insertion Order

Please complete the form below and e-mail the completed form to highburypress@gmail.com (or mail to address listed on back side).



1

Company Name _____

Billing Address _____

City/State/Zip _____

() ()
Area Code Telephone Number Area Code Cell Number

Contact name of the person authorized to place advertising _____ Title _____

E-mail Address _____

2 Insertion Date

Single insertion
Issue Date: _____

Multiple insertions
Issue Dates:

3 Ad Specifications

Name of ad/advertiser: _____

Ad Size: Full page without bleed (8.5" x 10.5")
 Full page with bleed (8.75" x 11.25")
 Half page horizontal (7.5" x 4.75")
 Half page vertical (3.75" x 9.75")
 Quarter page (3.5" x 4.75")
 Eighth page (3.5" x 2.0")

Back cover Inside Front/Back Cover

Position request (not guaranteed): _____

Instructions/comments: _____

4 Payment Terms

For new advertisers, full payment is required with placement of this insertion.
For multiple placements over a 4-issue period, see terms on back side.

Ad price: _____

Visa Mastercard Amex

Credit card number: _____ Expiration date (mm/yy): _____

Name on card: _____

We authorize the insertion of advertising according to the specifications listed. We agree to promptly pay at the rate and under the conditions indicated on this form. Advertising deemed objectionable by the publisher for any reason may be rejected.

Signature: _____ Date (mm/dd/yy): _____

WATERBURY HISTORY MAGAZINE • 2024-25

ISSUE	DEADLINE DATE	RATE	AMT. DUE PER INSERTION	MATERIALS DEADLINE
Fall 2024	Sept. 1, 2024			Sept. 6, 2024
Winter 2024	Dec. 1, 2024			Dec. 6, 2024
Spring 2025	March 1, 2025			March 7, 2025
Summer 2025	June 1, 2025			June 6, 2025
Fall 2025	Sept. 1, 2025			Sept. 5, 2025

The above rate is for space only. All production services are billed independently of advertising space. Advertiser is responsible for providing artwork to Highbury Press.

SPECIAL INTRODUCTORY OFFER: In honor of Waterbury marking the 350th anniversary of its founding year of 1674, any order for four full-page ad insertions (in accordance with payment terms) will receive a discount of \$167.40 (as shown above).

- Preferable file formats for advertisements: PDF or jpeg
 - Resolution: minimum 200 dpi
 - Software: InDesign, Photoshop, Word
 - Submit files via CD or email (addresses listed below)
-

GENERAL TERMS AND CONDITIONS: All Advertising Agreements are subject to Publisher's approval and acceptance. Acceptance of the Advertising Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Advertising Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the current Advertising Rate Card and that this Agreement is subject to all such terms which are expressly made a part of this Agreement. Cancellations or changes in the Advertising Agreement are accepted only in writing to the Publisher, and must be received on or before the Advertising Closing Date for the applicable issue. Publisher will schedule, run and invoice all contracts in possession on the advertising closing date of a scheduled issue. Advertisers are responsible for submission of advertising copy and materials by material deadlines. Publisher reserves the right to run the last insertion and bill advertiser if new materials are not submitted by deadlines. Payment for all advertising and production shall be the responsibility of the advertiser and any contracted advertising agency and shall be made in accordance with Publisher's current rate card unless duly noted in the Agreement. Payment is due and payable within 30 days of receipt of invoice. A service charge of 1 1/2% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter. The advertiser and advertising agency agree to indemnify and hold harmless Publisher and any and all Publisher's publishing clients with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published. Advertiser and advertising agency also agree to indemnify and hold harmless Publisher and any and all of Publisher's publishing clients with whom Publisher may have contracted from the loss of any artwork, materials, separations, negatives and other materials submitted to Publisher for said advertisement or for raw materials submitted to Publisher for production of advertisement, such as copy and photography, and any related expense or other liability (including attorney's fees).



Completed ad insertion order forms can be submitted with payment to:
Highbury Press
P.O. Box 3447, Waterbury, CT 06705
Email: highburypress@gmail.com
Web: highburypress.com

For more information about advertising, or to request an additional insertion order form, send an email to highburypress@gmail.com or call 203-768-6269.