

# DISPLAY ADVERTISING CONTRACT INFORMATION



## Florida League of Cities

P.O. Box 1757 • 301 South Bronough Street, Suite 300 (32301) • Tallahassee, Florida 32302-1757 • (850) 222-9684 • Fax (850) 222-3806

Advertiser's Name \_\_\_\_\_

Product Advertised \_\_\_\_\_

Billing Information (name & company or agency) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Contact's Name \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**PAYMENT:** First time advertisers must make payment for their first advertisement at the time advertising materials are submitted (by material closing date). All subsequent ads must be paid for within 45 days of invoice date.

**PROFESSIONAL SERVICES DIRECTORY ADS:** All professional services directory ads must be pre-paid.

**CANCELLATION:** No cancellations accepted after closing date for material. In the event advertising copy is not received by material closing date, advertiser will still be responsible for the cost of contracted space.

### SPACE ORDERED: DISPLAY (check ad size)

Ad sizes are listed on back of contract.

Full Page: \_\_\_\_\_ 1/4 Page (H or V) \_\_\_\_\_

2/3 Page: \_\_\_\_\_ 1/8 Page \_\_\_\_\_

1/2 Page (H or V\*) \_\_\_\_\_ 1/12 Page \_\_\_\_\_

1/3 Page \_\_\_\_\_

Professional Services Directory \_\_\_\_\_ 1" or 2"

\*H = Horizontal, V = Vertical

### INSTRUCTIONS: (special instructions, if applicable)

Back Cover: \_\_\_\_\_

Inside Cover (Front or Back): \_\_\_\_\_

Center Spread: \_\_\_\_\_

Black & White: \_\_\_\_\_ 4-Color \_\_\_\_\_

Match of PMS acceptable \_\_\_\_\_ yes \_\_\_\_\_ no

Run same copy each insertion: \_\_\_\_\_

New copy each insertion: \_\_\_\_\_

Special instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**PREPAID DISCOUNT:** 5% on payment with contract.

**All Regulations and Rates shown in the  
QUALITY CITIES Advertising Rate Card and on  
the reverse of this contract apply.**

**Check Months of Insertions:** Year \_\_\_\_\_

- January/February \_\_\_\_\_
- March/April \_\_\_\_\_
- May/June \_\_\_\_\_
- July/August \_\_\_\_\_
- September/October \_\_\_\_\_
- November/December \_\_\_\_\_

**DEADLINES:** 15th of month, preceding date of issue.  
Reservation and material closing date for July/August  
conference issue: June 1.

Total number of insertions \_\_\_\_\_ at \$ \_\_\_\_\_ per insertion.

Total payment of contract \$ \_\_\_\_\_

Payment enclosed \_\_\_\_\_ yes \_\_\_\_\_ no

**or**

Credit Card Information: Amount \$ \_\_\_\_\_

Card Name:  Visa  Master Card

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Card Issued by \_\_\_\_\_

Phone # \_\_\_\_\_

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**AGENCY COMMISSION:** 15% of gross billing to agencies recognized by *Quality Cities* if payment is **received** in our office within 45 days of the invoice date.

**By:** \_\_\_\_\_  
(Please type or print)

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Contract and Payment Policies

Each company will be required to sign a *Quality Cities* advertising contract before the first ad appears in *Quality Cities* and at the beginning of each new contract year.

Any advertising account that becomes 60 days past due will automatically forfeit further advertising until the account is brought up to date.

If payment for an advertisement is not received within 45 days of the invoice date, the advertising account shall be deemed past due and the account balance shall bear interest at the highest rate allowable under the laws of Florida from such time until paid. If the advertising account becomes past due and this order has received a discount because of the number of advertisements ordered, then the discount shall be reduced to reflect the actual advertisements run and the resulting increase in the advertising rate shall be deemed past due. In the event suit shall be brought for the collection of any past due account, or the same has to be collected upon the demand of an attorney, the advertiser and, if applicable, the advertising agency agree to be held jointly and severally liable to pay all costs, including reasonable attorney's fees, whether or not suit is brought, incurred by *Quality Cities* in collecting the overdue account. Venue for any action brought to collect an overdue account shall be in Leon County, Florida.

*Quality Cities* reserves the right to reject any advertisements.

## Mechanical Requirements

Supply files in the following formats:

- (1) Digital files in PC format in Pagemaker (6.5/7.0), Illustrator 9.0, Photoshop 6.0 and Adobe PDF on zip disk (100 & 250 mb), CD, or via e-mail. A laser hard copy MUST be provided with ad submissions, including e-mail submissions. All graphics files should be EPS or Tiff files. Only Type 1 fonts can be accepted (True Type fonts will be substituted). Photos should be scanned at 150 LPI/300 DPI. 72 DPI web graphics are not acceptable for print. Ads produced in Microsoft Word or Publisher are not accepted without prior approval.
- (2) Camera-ready files on film or RC paper (laser print-outs are not accepted). If you are unable to meet this requirement, please contact the league office.

If photographs are furnished, they must be professional quality, glossy prints, with instructions for cropping, outlining, etc.

**Trim Size:** 8.5" x 11"

## Quality Cities Ad Sizes

STANDARD UNIT SIZES (in inches)

2 Page Spread .....	15 7/8 x 9 1/4
1 Page .....	7 1/4 x 9 1/4
2/3 Page .....	4 3/4 x 9 1/4
1/2 Page (H) .....	7 1/4 x 4 3/8
1/2 Page (V) .....	3 3/8 x 9 1/4
1/3 Page .....	2 1/4 x 9 1/4
1/4 Page (H) .....	4 3/4 x 3 5/8
1/4 Page (V) .....	3 3/8 x 4 3/8
1/8 Page .....	2 3/16 x 3 5/8
1/12 Page .....	2 3/16 x 2 3/16

BLEEDS (.25")

2 Page Spread .....	17 1/2 x 11 1/2
1 Page .....	9 x 11 1/2

## Professional Services Directory Rates & Payment Schedule

All Professional Services Directory ads subject to approval of publisher. Responsibility for claims and action based on ad content is borne by the advertiser.

Small Unit — 2 3/16" x 1"    Large Unit — 2 3/16" x 2"

Professional Services Directory ads must be prepaid. Full payment for contracted advertising space must be made by the material closing date of the first insertion.

## Mechanical Charges Rebilled to Advertiser

1. Cost of forwarding advertising material by express mail, overnight or special handling.
2. Cost of all preparatory work, design and composition.

All supplied advertising material will be destroyed within one year after last use unless previously instructed otherwise.

**NOTE:** Orders accepted are subject to rate change upon 90 days notice from the publisher. However, contracts may be canceled at the time the change in rate becomes effective without incurring short rate adjustment, provided the contract rate has been earned up to the date of cancellation.