

# Whatcom Horizon Display Ad Contract

Whatcom Community College student newspaper ~ [www.whatcomhorizon.com](http://www.whatcomhorizon.com) ~ 360-383-3101

Business/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Contact name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Terms and conditions:

All ads are subject to approval by Horizon editorial board. We do not accept ads that foster prejudice, are indecent or vulgar (as determined by the editorial board) or ads that are misleading or advertise illegal activity. We reserve the right to label any advertisement "paid advertising." Marijuana ads are not accepted at this time.

All camera-ready advertising must be sent to the Horizon in electronic form (pdf or jpg preferred with a minimum of 300 DPI) by 3 p.m. eight (8) days before publication date(s) noted below. Submit ads by email attachment to [ads@whatcomhorizon.com](mailto:ads@whatcomhorizon.com). Cancellations, corrections, or changes must be received in writing (by email or text) and confirmed in person (or by phone, email, or text) with the ad manager by this deadline in order to be processed. Changes made after this deadline or not confirmed with the ad manager are not guaranteed. For multiple ads that rotate content, it is incumbent upon the advertiser to provide the correct copy and clearly label files with run date. Claims regarding errors after publication must be made within ten (10) days of print date.

The Horizon is a 4-column tabloid-sized newspaper with a display area of 10" x 15.5" per page. Columns are 2.5-inches wide. Ads that are not in 2.5"-wide increments will be altered to fit – either increased or decreased. You will be contacted if your ad needs to be resized more than 5 percent either way.

Open rate per column inch (1 column = 2.5") is \$9 for B&W; and \$20 for color. One column inch = 2.5"w x 1" h

<b>Ad specification: Size:</b> _____ " (width) x _____ " (height)		<b>B&amp;W</b> _____ <b>color</b> _____
<b>Special instructions:</b> _____		
<b>Cost per ad:</b> _____ – _____ discount (if applicable) = <b>Total cost per ad</b> _____		
<b>Number of ads to run:</b> _____ <b>Issue /run date(s):</b> 1) _____ 2) _____ 3) _____ 4) _____		
5) _____ 6) _____ 7) _____ 8) _____ 9) _____ 10) _____ 11) _____ 12) _____ 13) _____		
<b>TOTAL AMOUNT OF CONTRACT:</b> _____		

*The Horizon reserves the right to terminate ad publication at any time for nonpayment. Issues with ads or advertisers will be addressed on a case-by-case basis. Compensation or other remuneration shall be negotiated only with the Horizon faculty advisor.*

**I accept the financial responsibility and agree with the terms laid out in this contract:**

Advertiser/responsible party signature: \_\_\_\_\_

Ad Manager: \_\_\_\_\_ (print) \_\_\_\_\_ (sign) Phone: \_\_\_\_\_

Whatcom Community College's Business Office bills ALL advertisers after the last printed issue of EACH academic quarter. Annual contracts will be divided into thirds which will be payable after each quarter. All invoices are due within 30 days of billing. For questions about billing, contact the Business Office at (360) 383-3367. For questions about your ad or your contract, contact the student ad manager.

*Changes to this contract will generate a new contract with new signatures. Editing of this contract without explicit consent of both parties is prohibited. An addendum by email and attached to this contract may suffice in some instances and is binding*