

Native Legacy Magazine

Advertising Contract/Insertion Order

Company: _____

Contact: _____

Address: _____

City: _____ State _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Ad Size:

- _____ Back Cover: 8 3/8" x 10 7/8" trim size (8 1/2" x 11" bleed size)
- _____ Inside Front Cover: 8 3/8" x 10 7/8" trim size (8 1/2" x 11" bleed size)
- _____ Inside Back Cover: 8 3/8" x 10 7/8" trim size (8 1/2" x 11" bleed size)
- _____ Page One: 8 3/8" x 10 7/8" trim size (8 1/2" x 11" bleed size)
- _____ Full Page: 8 3/8" x 10 7/8" trim size (8 1/2" x 11" bleed size)
- _____ 1/2 Page: _____ Horizontal 7 1/2" x 4 7/8" or _____ Vertical 3 5/8" x 10"
- _____ 1/4 Page: 3 5/8" x 4 7/8"
- _____ 1/8 Page: 3 5/8" x 2.3125"

Ad Color: _____ All ads are full Color (CMYK) at no charge.

Contract:

_____ 1-time _____ 2-times _____ 4-times _____

Issues: (Check all that apply)

_____ Spring (due _____) _____ Summer (due _____)
_____ Fall (due _____) _____ Winter (due _____)

Due per issue \$ _____ Total Contract Amt. \$ _____ + _____ Tax (if applicable) =
Total amount due \$ _____.

Send ad (press quality PDF) to: NativeLegacy@Gmail.com

Mail contract and/or ad on disk to:

Native Legacy Magazine
2650 Jackson Blvd.
Rapid City, SD 57702

I understand that my ad will not run if payment is not received by the reservation deadline.

Name: _____ Date: _____

Advertising Policies

1. Native Legacy Magazine (NLM) reserves the right to reject any advertising it deems, in its sole discretion, offensive or inappropriate.
2. Verbal insertions are not accepted.
3. NLM's liability for error will not exceed the rate for the ad in question.
4. Advertisers on a two- or four-issue contract will have the previously printed ad inserted unless new electronic files are provided by the issue deadline.
5. With the exception of premium placement ads, ad position is not guaranteed. NLM will make every attempt to meet position requests but is not obligated to do so.
6. Ad copy deemed by NLM to be editorial in nature will be marked "advertisement" or will not be accepted.
7. Cancellations: Written notice of cancellation must be received by the copy deadline. Two- and four-issue contract cancellations will be calculated at the one-time rate for ads already printed and for planned ads that are being cancelled.
8. Returned checks will incur a \$30 fee.
9. Space available is on a first-come, first-serve basis.
10. NLM reserves the right to increase rates, if necessary, with 30 days written notice to the advertiser.
11. NLM shall be held harmless by advertiser, and advertiser shall indemnify NLM for any costs, fees, damages or loss relating to claims arising out of the content of the ad submitted by advertiser.
12. It is the advertiser's responsibility to ensure that the ad dimensions are correct. Dimensions for all ad sizes are listed on this contract.
13. Ads designed by NLM must be accompanied by a signed contract and are for use in NLM exclusively.

I have read and agree to follow all Native Legacy Magazine's advertising policies as stated on this contract:

Name: _____ Date: _____

We appreciate your business—thank you!

Notes/Instructions: _____

