Advertising Insertion Order

ADVERTISER INFORMATION

Company Name: 

Contact Name: 

Address: 

City: 

State: 

Zip: 

Phone: 

Fax: 

Email: 

ADVERTISING AGREEMENT

We agree to advertise in Upstate Dog Magazine for # _______ issues for $____________  Total amount due

Check the issue(s) in which your ad is to appear:

☐ Feb/Mar  ☐ Apr/May  ☐ Jun/Jul  ☐ Aug/Sep  ☐ Oct/Nov  ☐ Dec/Jan

Select ad size:

☐ Back Cover  ☐ Full Page  ☐ 1/2 Page  ☐ 1/3 Page  ☐ 1/4 Page  ☐ 1/8 Page

Select orientation:

☐ Horizontal  ☐ Vertical

Do you need ad design services? Rates apply

☐ Yes  ☐ No

<table>
<thead>
<tr>
<th># of Issues</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<tbody>
<tr>
<td>1/8 page</td>
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<td>1/2 page</td>
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<tr>
<td>Back Cover</td>
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Discount*  0%  0%  5%  10%  15%  18%

WE DO NOT PROVIDE OUR AD RATES ONLINE.
For ad rates, please e-mail info@upstatedogmagazine.com or call 864-900-2947

*Discounts apply when ads run in consecutive issues. Equal payments may be paid monthly for multiple issue commitment.

ALL submissions, changes or cancellations must be received in our office by the closing date, which is the last day of the month prior to distribution - i.e. the FEB/MAR issue close date is December 31st and the APR/MAY is February 29th. All ads contracts, per the terms and conditions set forth on this agreement, not fulfilled by the advertiser will be charged the difference of the discounted contract rate and the 1 time rate, per the rate sheet, for each ad that has run in the magazine. The advertiser agrees to pay this early termination penalty.

Please sign below to verify that you have read and agree to the terms and conditions for advertising in Upstate Dog Magazine.
Unsigned contracts are not accepted.

**Advertising Terms & Conditions**

<table>
<thead>
<tr>
<th>Print Name</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

**General Terms**

1. The interpretation and performance of advertising contracts for the Magazine are governed by the laws of the state of South Carolina, USA. Both parties agree that any dispute arising out of or in connection with this agreement shall be subject to the exclusive jurisdiction of the State and Federal Courts for the City and County of Greenville, South Carolina.
2. You may terminate advertising in the Magazine before the contracted number of ad insertions within a 12 month period from the date on their advertising contract. If Advertiser fails to complete the designated number of insertions, no future discounts will be honored and Advertiser will be retroactively billed for any discounts taken, but not earned.
3. Publisher reserves the right to display the word “advertisement” on any ad copy which, in its opinion, might resemble editorial content.

**Publisher’s Rights**

1. Publisher will approve all advertising prior to publication in the magazine and may, at its sole discretion, reject any advertising.
2. These terms and conditions supersede all others. Publisher will not be bound by any terms or conditions, written or otherwise, that conflict with the terms and conditions contained in this document or any amendment thereto. No verbal agreements will be recognized.
3. Publisher will not be held liable if circumstances deem it necessary to omit an advertisement.
4. Liability for any error caused by the Publisher on a specific advertisement will not exceed the fee paid for the ad in question.
5. Publisher will short-rate any advertiser who fails to complete the contracted number of ad insertions within a 12 month period from the date on their advertising contract. If Advertiser fails to complete the designated number of insertions, no future discounts will be honored and Advertiser will be retroactively billed for any discounts taken, but not earned.
6. Publisher reserves the right to display the word “advertisement” on any ad copy which, in its opinion, might resemble editorial content.

**Advertising Insertion Order**

An Advertising Insertion Order is a legal binding contract. Before submitting advertising materials or signing an order, please review the following terms and conditions as well as the Advertising Submission Requirements.

“Publisher” as used in this document refers to Canine Media, LLC, publisher of Upstate Dog Magazine. “Magazine” refers to Upstate Dog magazine.

“Advertiser” refers to a company or individual who signs an Advertising Insertion Order with Publisher to purchase ad space in the Magazine.

**Payment Terms**

1. Payment for your first ad must be submitted with your Advertising Insertion Order. If paying by credit card, subsequent ads will be charged on or after the 1st of the month preceding each issue (e.g., charged on or after March 1st for an April/May ad). If paying by check, subsequent ads will be invoiced, however, payment must be received by the 7th of the month preceding each ad. Ads must be prepaid before we go to print unless special arrangement have been made in advance.
2. In the event an advertiser fails to pay within 15 days from receipt of an invoice or breaches their contract, publisher will hold advertiser and/or its agency jointly and severally liable for monies due the Publisher, including but not limited to advertising fees, court costs, attorney’s fees and reasonable collection costs.
3. A late fee of $25 will be assessed for late payments. Overdue payments will accrue interest at the rate of 1.5% per month or the maximum rate allowed by law. Interest shall start to accrue 15 days from the receipt of the invoice.
4. A signed Advertising Insertion Order will serve as an invoice for the first ad unless a separate invoice is requested by the Advertiser. Subsequent ad insertions will be invoiced and mailed, e-mailed or otherwise delivered to Advertiser along with copies of the magazine. Invoices are due upon receipt.

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www.upstatedogmagazine.com 864-900-2947 info@upstatedogmagazine
About Upstate Dog – The Essential Canine Resource

Upstate Dog Magazine, founded by dog lovers, is your pack leading, canine guide, delivering vital canine information for the Upstate of South Carolina and Western North Carolina. We provide the resources you need for all things dog; upcoming dog events, dog friendly places to visit, where to dine with your pup, doggy activities and sports, local canine heroes/influencers, upcoming dog events, behavior and training information, traveling with your pup, health tips, adoptable dogs, product and services recommendations, recipes, fashion, gear, restaurant reviews and so much more.

Upstate Dog Magazine affords advertisers, for as little as $54/month, the opportunity to reach the dedicated dog owners and their beloved pups. Upstate Dog will publish over 3000 copies, bi-monthly, 6 issues per year, and distribute them for free at area locations like veterinarians, dog daycare/boarding facilities, dog-friendly stores, etc.

Distribution Area

Upstate Dog will be available for pickup at over 50 locations in the Upstate and Western North Carolina. These locations include veterinarians, groomers, doggie daycares, pet stores, animal shelters and many more. In addition to dog only businesses, Upstate Dog will be available at dog friendly venues, hotels, and restaurants. Each issue will remain in circulation for 2 months with 6 issues per year. The magazine is available for free in print and via digital subscription or mail order option for $15/year for 6 issues to be mailed to a home or business.

Ad Specifications

<table>
<thead>
<tr>
<th>Size</th>
<th>W x H</th>
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</thead>
<tbody>
<tr>
<td>Final Pub. Size</td>
<td>8.5&quot; x 11&quot;</td>
</tr>
<tr>
<td>Live/Image Area</td>
<td>7.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>Margins (all sides)</td>
<td>0.5&quot;</td>
</tr>
<tr>
<td>1/8 page</td>
<td>3.5&quot; x 2&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.5&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/3 page V</td>
<td>2.375&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 Page H</td>
<td>7.375&quot; x 3.175&quot;</td>
</tr>
<tr>
<td>1/2 Page V</td>
<td>3.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 page H</td>
<td>7.375&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.375&quot; x 10&quot;</td>
</tr>
<tr>
<td>Back Cover w/o Bleed</td>
<td>7.375&quot; x 8.5&quot;</td>
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<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb/Mar</td>
<td>12/31/2019</td>
<td>1/1/2020</td>
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<tr>
<td>Apr/May</td>
<td>2/29/2020</td>
<td>3/2/2020</td>
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<tr>
<td>Jun/Jul</td>
<td>4/30/2020</td>
<td>5/1/2020</td>
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<tr>
<td>Aug/Sep</td>
<td>6/30/2020</td>
<td>7/1/2020</td>
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<tr>
<td>Oct/Nov</td>
<td>8/31/2020</td>
<td>9/1/2020</td>
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<td>Dec/Jan</td>
<td>10/30/2020</td>
<td>11/2/2020</td>
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Ad File Size

Make your document size equal to the ad space you are reserving instead of an oversize sheet with crop marks (e.g., if you’re reserving a 1/2-page horizontal ad space, create a document size of 7.5" x 4.875 inches).

File Orientation

Ad layout should follow the orientation of the magazine and be read top-to-bottom.

File Format

Our preferred file format is high-resolution (300 dpi) PDF files with embedded fonts. We can also accept Adobe® InDesign®, Photoshop® and Illustrator® files. Production charges may be incurred if we have to modify your files to meet our ad specifications.

Ad Submissions

Ads may be submitted via e-mail to UpstateDogMagazine@gmail.com. Include all necessary files, compressed in a single folder, with the advertiser’s name. The advertiser or their designer is responsible for image quality, resolution, fonts, color match and typographical errors.
Ad Design Service
Need ad design services? We can help!
Let us help make your ad shine in the pages of Upstate Dog!
Design fees include up to three revisions per ad. Additional revisions may incur extra charges at the current hourly rate.
Photography services can be arranged for a separate fee.

Ad Design Fees
Business Card (1/8 page) $25
Quarter Page $45
One Third Page $65
Half Page $85
Full Page $150