

**SECTION 1 – Additional fees**

- DESIGN FEES:** The design of the first advertisement during the term of this contract is complimentary. Subsequent advertisements requiring changes (other than minor text changes, such as those describing a monthly special) are assessed at \$25.00 per advertisement. There are no design costs for advertisements run from a prior issue, or furnished electronically in Adobe Acrobat Portable Document Format (PDF).
- PHOTO FEES:** Digital photographs supplied by the advertiser electronically or in a digital format are complimentary. Prints, supplied by the advertiser are assessed at \$15.00 per photograph. Photographs taken by staff of VVOH incur charges of \$25.00 per photograph.
- COLOR FEES:** Four (“full”) color is assessed at \$75.00. Spot color costs \$40.00 per color. Color requests are due by the 8th of the month prior to publication.
- TEARSHEETS:** Advertisers will be mailed a complete copy of the VVOH in which their advertisement appears, via the United States Postal Service, at no additional charge. Additional copies will be furnished upon request at the rate of \$2.00 per copy.
- VVOH may adjust these rates upon 30 days notice.**

**SECTION 2 – Deadlines**

- ELECTRONIC:** Adobe Acrobat Portable Format (PDF) is the preferred and recommended file format for electronic advertisements. Advertisements submitted electronically must be received the 18th day of the month prior to the month of publication. Size change requests for advertisements submitted electronically must be made by the 8th of the month prior to the month of publication; however the advertisement itself is not due until the 18th day of the month prior to the month of publication.
- MINOR CHANGES:** Advertisements requiring minor changes from month to month (i.e.: the monthly special changes each month, or different pictures rotate each month) the new copy and picture(s) are due by the 12th of the month prior to the month of publication.
- SIZE CHANGES/COMPLETE RE-DESIGN:** Advertisements that need to be re-designed each month, changing either size or content or both, all of the necessary files and information are due by the 8th of the month prior to publication.
- CONTACT:** Village Voice Publishing, Ltd., publisher of *The Village Voice of Ottawa Hills*, 4041 W. Central Ave., Suite 6, Ottawa Hills, OH 43606; Phone: 419-537-0286; Fax: 419-537-0369; Email: ads@vvo.com
- CANCELLATION DEADLINE:** The 8th of the month prior to scheduled publication.

**NOTE:** Village Voice Publishing, Ltd. and/or VVOH, reserve the right to adjust /modify these deadlines upon 45 days notice.

**SECTION 3 – Advertisement proofs, proof fees, advertising errors**

- The VVOH will provide one proof of advertisements due on the 8th or 12th of the month, if the material for the advertisement is submitted by the deadline(s) outlined in section 2. The advertiser will have 3 (three) business days to return the advertisement with corrections, all of which will be made free of charge.
- A second proof of the advertisement, with corrections, will be forwarded to the advertiser without charge. All additional changes will be assessed at \$5.00 per change. Proofs will not be provided for advertisements submitted in PDF format.
- The VVOH is not liable for any advertisement that is run after the second proof is provided to the advertiser without the communication from the advertiser of needed changes.
- The VVOH will not be liable whatsoever for any error for which we are responsible, in any advertisement, beyond the cost of the space actually occupied by the error. No monetary refunds.

**SECTION 4 – Frequent advertiser discount, ability to upsize**

- Per the attached rate sheet, this advertiser has / has not qualified for a frequent advertiser discount, having agreed to run \_\_\_\_ advertisement(s) in \_\_\_\_ issues of the VVOH as outlined on the face of this agreement.
- A 3 (three) advertisement contract may not span more than 6 (six) months, a 6 (six) advertisement contract may span no more than 12 (twelve) months, and a 12 (twelve) advertisement contract may span no more than 18 (eighteen) months.
- Advertisers who have signed a multiple advertisement contract are eligible to upsize their advertisement during their contract. They will pay the rate for the size of the advertisement as indicated on the attached rate sheet; however, they will enjoy the frequent advertiser discount.
- Advertisers who have agreed to run 3 (three) advertisements may upsize once during the term of their contract. Advertisers who have agreed to run 6 (six) advertisements may upsize twice, while advertisers who have signed to run 12 (twelve) advertisements may upsize 3 (three) times.

**SECTION 5 – Delivery delays, right of refusal, tardy pmnts, late fees**

- The VVOH will make every effort to ensure the publication is delivered and on news stand(s) on the dates outlined on the publication schedule. Certain delays may arise, either due to production issues with the printing facility, or due to unforeseen delays with the United States Postal Service. The newspaper assumes no liability with tardy delivery of the paper due to these delays as well as any caused by flood, fire, natural disaster, civil disorder, or other emergencies or events which prevent the fulfillment of this contract. Such delays will not be grounds to terminate this agreement and neither Village Voice Publishing, Ltd. nor VVOH shall be held liable in damages.
- Invoices for advertising will be generated within 10 days of the distribution of the newspaper, and are due within 20 days from the date of the invoice. VVOH reserves the right to cease the publication of any advertisement at any time for lack of payment of outstanding invoices, and to seek remedies to collect on any outstanding balances including the remaining balance due of this contract.
- The Village Voice Publishing, Ltd., reserves the right at its option to revise, reject or cancel any and all advertising that in its sole judgment may be deemed objectionable in its subject matter, composition or wording. Payment does not guarantee publication.
- VVOH reserves the right to add the word “Advertisement” above any copy that simulates editorial content.
- The advertiser agrees to hold Village Voice Publishing, Ltd. and VVOH harmless and indemnify against any and all liability for, loss or expense arising from claims of violation of rights to privacy, infringements of copy rights and property rights, libel, unfair competition, unfair trade practices, infringements of copyrights, trade names or patents, and any other claims resulting out of or caused by the publication of the advertisement in the VVOH.
- Invoices more than thirty (30) days past due will bear interest at the rate of 1.5% per month.

**SECTION 6 – Merchandise requirements / restrictions**

- ❖ 3 columns per page, each column is 10 inches deep.
- ❖ No advertisement shall be taller than 8 inches, unless it is 10 inches tall.
- ❖ All photos must be 300 dpi
- ❖ All color materials must be in CMYK
- ❖ Widths: 1 column is 2 5/16 inches (2.3125) wide, 2 columns are 4 7/8 inches (4.875) wide, and 3 columns are 7 1/2 inches (7.5)
- ❖ CI (column inches) is calculated by multiplying width (1, 2, or 3 columns) by the height (inches) of the advertisement

**SECTION 7 – Contract Additional Terms**

- The terms of this contract cannot be modified or altered by oral agreement.
- A signed contract must be in the files of Village Voice Publishing, Ltd. before any advertisement is run and the contract rates apply.
- Circulation information provided upon written request.