

the SHAD Connection

## 2015-2016 ADVERTISING SPACE CONTRACT

Fillable form, then save, attach and email. Or print and complete manually.

Company Name

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Not-for-Profit       Profit

Authorized Contact (Type or print)

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Authorizing Signature

Date

Address

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City

State

Zip

Telephone

Fax

Email Address (so we can send deadline reminders)

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- We are committing to running an ad in **all four issues** of Volume 39 (Fall 2015 through Summer 2016) of *The SHAD Connection*. SHAD will provide a 10% discount from the basic rate.
- We are committing to running an ad on a **per issue basis** in Volume 39 (Fall 2015 through Summer 2016) of *The SHAD Connection*.
- Please use the same ad in each issue.
- We will provide a different ad in each issue, following the Production Guidelines as stated in the Media Kit.

### Terms: Terms are net 30 days.

Please return the signed contract and keep a copy for your records. If you are a first-time advertiser, we require payment for the first insertion at the time of placement. Please make your check payable to: Shaker Square Area Development Corp. and send it with your contract. All other advertisers are billed as soon as the paper is distributed. Late payments are subject to a \$2 re-billing fee, plus 1.5% interest monthly (18% annual). We regret we cannot accept advertising if previous invoices are unpaid. Advertisers who are late paying four times will be required to pay in advance.

Because *The SHAD Connection* is a non-profit organization and public service in nature, we reserve the right to refuse any advertising and cannot endorse any political party or candidate.

### Submit contract to:

*The SHAD Connection* at the address below. Or fax it to 216-421-2200 or email it to [info@shad.org](mailto:info@shad.org). If you have questions, please contact the SHAD office at 216-421-2100.

**Thank you** for your business and for supporting *The SHAD Connection*.

## About The SHAD Connection

The SHAD Connection is an award-winning tabloid-sized newspaper published four times a year. It provides information for the people who live, work, shop and serve Shaker Square, Larchmere and the adjacent communities. Especially pertinent are Shaker Square neighborhoods that include the Apartment Corridor, Boulevard, Larchmere, Ludlow and CHALK.

## Circulation

Shaker Square Area Development Corporation distributes 7,500 copies of each issue to newsstands in the areas it serves. The SHAD Connection is mailed first-class to dues-paying members and also is distributed at special events. Current and past issues are also available online at shad.org.

## Contract Discount Rates

If you sign a contract committing an ad to run in all four issues in 2015-2016, you earn a 10 percent discount on the rate. You do not need to run the same size ad in each edition. We will run your previous ad if we do not receive a new ad by the deadline.

## Special Page Position Request Rates for Ads

If you request that your ad be placed on a specific page, 5 percent will be added to the standard rate. (We do not place ads on the front page.)

## Classified Ads

Shaker Square Area Development Corporation members receive one free classified for one issue each year. Additional ads for members are \$15 for the first 35 words and 10 cents for each additional word. Non-members pay \$20 for the first 35 words and 10 cents for each additional word. Classified ads are due by the specified ad deadlines. If you're running a display ad, you may also run one free classified ad in the same issue.

## Terms

Terms are net 30 days. Late payments are subject to a \$2 re-billing fee, plus 1.5 percent interest monthly (18 percent annually).

If you are a first-time advertiser, we require payment for the first insertion at the time of placement. Please make your check payable to Shaker Square Area Development Corporation and send it with your contract. All other advertisers are billed as soon as the paper is distributed.

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Because The SHAD Connection is a non-profit organization and public service in nature, we reserve the right to refuse any advertising and cannot endorse any political party or candidate.

Please return the signed contract and keep a copy for your records.

## Shaker Square Area Development Corporation

For membership information, call: Shaker Square Area Development Corp. at 216-421-2100.

## ADVERTISING DEADLINES

### Submission Deadlines for 2015-2016

<b>FALL 2015</b>	Wednesday, July 15 (covers Sept/Oct/Nov)
<b>WINTER 2015</b>	Wednesday, October 7 (covers Thanksgiving weekend/Dec/Jan/Feb)
<b>SPRING 2016</b>	Wednesday, January 13 (covers Mar/Apr/May) Apartment Hunter's Guide building photos and placement requests must be received by Tuesday, January 5. Photos must be digital.
<b>SUMMER 2016</b>	Wednesday, April 13 (covers June/July/Aug)

## EDITORIAL DEADLINES

### Submission Deadlines for 2015-2016

<b>FALL 2014</b>	Wednesday, July 29 (covers Sept/Oct/Nov)
<b>WINTER 2014</b>	Wednesday, October 21 (covers Thanksgiving weekend/Dec/Jan/Feb)
<b>SPRING 2015</b>	Wednesday, January 27 (covers Mar/Apr/May)
<b>SUMMER 2015</b>	Wednesday, April 27 (covers June/July/Aug)

## Advertising Production Guidelines

Please provide high-quality digital artwork.

If you do not have a designer to create your ad, The SHAD Connection will design and produce an ad for you for fees of \$30/\$60/\$90, depending on the size and complexity of the ad. Larger ads will be quoted separately. You should provide any original photos or logos to recreate an existing ad or to rebuild a business card to our ad sizes. Please do not submit scanned, previously printed materials. Please check that ad sizes match our column and depth sizes on the next page.

**Any problem which requires a change to be press-ready will be fixed and billed according to the time it takes to repair or recreate them with \$15 as the minimum charge.**

### File types

- We accept high-quality PDFs or high-res jpg or tif files.
- We do not accept .doc/docx, .ppt or .xlsx documents (Microsoft Word, PowerPoint, or Excel.)

### Use of black and white or color and photo images

- Black and white ads must be 100% black, not RGB.
- Color ads must be cmyk; convert any RGB or spot PMS colors to cmyk.
- Screens/tints must be between 10 and 40 percent. Color builds should not exceed 240 percent.
- Type smaller than 12 pt must be solid black, cyan or magenta. Do not use type smaller than 9 point. Embed fonts.
- Photos must be a minimum of 200 dpi at 100 percent.

### File Name

- Please name the file with company name or initials, followed by the issue it is to appear. If the same ad is to run all year, use 2015-16. For example: YoursTruly\_Fall15 or YT\_2015-16.

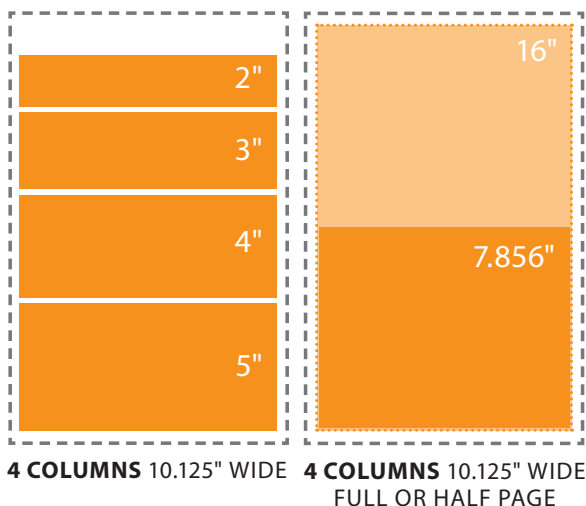
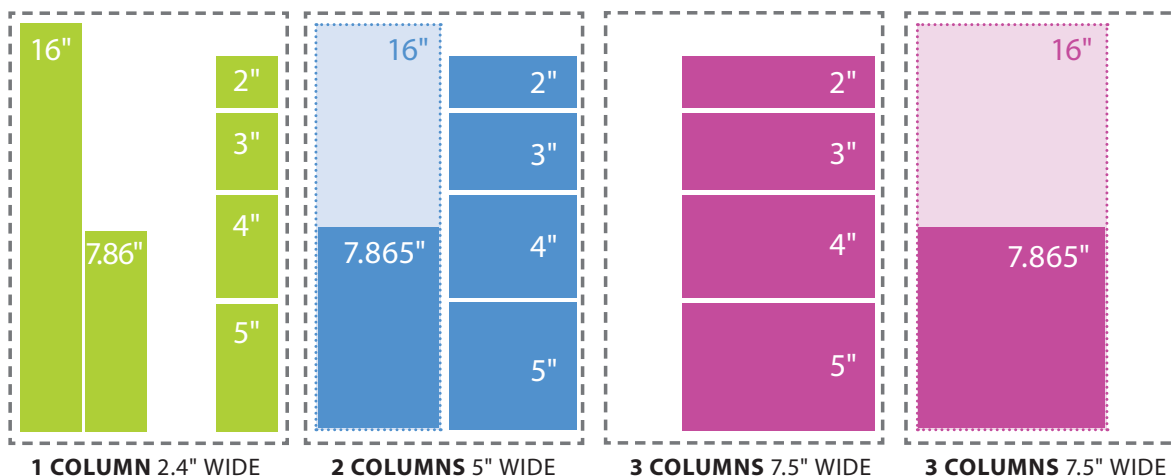
To place an ad or if you have production questions, please contact us at info@shad.org or at the SHAD office, 216-421-2100.

## 2015-2016 Advertising Rates and Display Ad Sizes

	1 COLUMN 2.4" WIDE		2 COLUMNS 5.0" WIDE		3 COLUMNS 7.5" WIDE		4 COLUMNS 10.125" WIDE	
▼ HIGH	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR
2"	\$35	\$77	\$67	\$131	\$105	\$167	\$371	\$499
3"	\$51	\$94	\$99	\$159	\$147	\$192	\$403	\$515
4"	\$67	\$111	\$131	\$171	\$198	\$238	\$435	\$531
5"	\$83	\$128	\$163	\$223	\$243	\$308	\$467	\$547
7.865"	\$131	\$179	\$251	\$351	\$353	\$427	\$499	\$599
16"	\$275	\$332	\$381	\$501	\$505	\$726	\$896	\$1,066
Page Position Request	+5%	+5%	+5%	+5%	+5%	+5%	+5%	+5%
Contract discount for 4 issues	-10%	-10%	-10%	-10%	-10%	-10%	-10%	-10%

### AD SIZES

COLUMN WIDTH × HEIGHTS SHOWN



### Ad Submission Deadlines

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WINTER ISSUE	<b>Wednesday, October 7, 2015</b> (covers Thanksgiving weekend/ Dec/Jan/Feb)
SPRING ISSUE	<b>Wednesday, January 13, 2016</b> (covers Mar/Apr/May)
SUMMER ISSUE	<b>Wednesday, April 13, 2016</b> (covers June/July/Aug)



the SHAD Connection

## MERCHANT DISCOUNT INFORMATION SHEET

Fillable form, then save, attach and email. Or print and complete manually.

Name of Business

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Telephone

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Address

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Discount Description (20 word limit, please)

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Authorized by (Please print)

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Signature

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Title

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Date

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Note: SHAD will publicize your participation in each issue of *The SHAD Connection* and send a complete list to each member upon renewal until you change or withdraw it. Please make sure all management changes in personnel are aware of your participation in the discount program. You may complete this form on your computer, save it and email it to [info@shad.org](mailto:info@shad.org). Alternately, you may print and fill in this form and mail or fax it to the address below.