



KIPS BAY BOYS & GIRLS CLUB

4th Annual Palm Beach Decorator Show House

2021 Journal Advertising Contract

OFFICE USE ONLY

CONTRACT #

ADVERTISER:

PRINT your company name as it will appear in the 2021 Journal Index

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Cell: _____

Fax: _____

Email: _____

Website: _____

This website will appear on a special advertisers page on our website.

Ad Designer: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Cell: _____

Fax: _____

Email: _____

I have read this contract and the terms and conditions and agree to their contents.

Signature

Name _____

Date _____

2021 Net Advertising Rates and Page Sizes

Reserving Space: Payment is due with order. No space will be held without a signed contract in the Kips Bay office. Please reserve space in the 2021 Kips Bay Decorator Show House Journal as indicated below. (Please indicate your preference with a check mark.)

4/c Page	Measurements	Cost	B/W Page	Measurements	Cost
☐ 4/c Preferred Full page bleed	8 $\frac{5}{8}$ x 11 $\frac{1}{8}$ *	\$4,850	☐ B/W Full page bleed	8 $\frac{5}{8}$ x 11 $\frac{1}{8}$ *	\$1,975
☐ 4/c Preferred Full page non-bleed	7 $\frac{7}{8}$ x 10 $\frac{3}{8}$ *	\$4,400	☐ B/W Full page non-bleed	7 $\frac{7}{8}$ x 10 $\frac{3}{8}$ *	\$1,825
☐ 4/c Preferred Spread bleed	17 $\frac{1}{2}$ x 11 $\frac{1}{8}$ *	\$8,850	☐ B/W Spread bleed	17 $\frac{1}{2}$ x 11 $\frac{1}{8}$ *	\$3,325
☐ 4/c Preferred Spread non-bleed	17 $\frac{1}{2}$ x 11 $\frac{1}{8}$ *	\$8,050	☐ B/W Spread non-bleed	16 x 10 $\frac{3}{8}$ *	\$3,000
☐ 4/c Full page bleed	8 $\frac{5}{8}$ x 11 $\frac{1}{8}$ *	\$3,075	☐ 4/c 1/2 page Horizontal non-bleed	7 x 4 $\frac{5}{8}$ *	\$1,500
☐ 4/c Full page non-bleed	7 $\frac{7}{8}$ x 10 $\frac{3}{8}$ *	\$2,825	☐ B/W 1/2 page Horizontal non-bleed	7 x 4 $\frac{5}{8}$ *	\$1,175
☐ 4/c Spread bleed	17 $\frac{1}{2}$ x 11 $\frac{1}{8}$ *	\$5,200	☐ Editorial page sponsorship	(credit line only)	\$1,000
☐ 4/c Spread non-bleed	16 x 10 $\frac{3}{8}$ *	\$4,700	☐ Source Book Covers (Sponsor Levels)	(Call for availability)	

* See reverse side for technical specification for page sizes.

AD MATERIAL DEADLINES: Ads to be created by GHP Media due: 1/4/21 Print-ready ads due: 1/8/21**Ad Materials**

- ☐ Ad materials enclosed.
- ☐ Repeat '20 materials without change. I have enclosed my GRACoL proof.
- ☐ Repeat '20 materials without change. I have enclosed a new GRACoL proof.
- ☐ I will supply a print-ready PDF/X1a file to GHP Media.
- ☐ GHP Media to create my advertisement for \$325.00. (See Terms & Conditions for details.)

What To Send: All ads, whether B/W (Black only) or 4/C (CMYK) must be supplied as PDF/X1A files.

All black and white ads must be grayscale (black only) and color ads must be CMYK. A printout must accompany all files sent via CD-ROM. Submit all digital files on a MAC-formatted CD-ROM.

GRACoL proof must be supplied or one will be created for you at the cost of \$88.

Where To Send Ads and Material:

Please see Terms & Conditions.

Payments

- ☐ Check for \$ _____ payable to Kips Bay Boys & Girls Club.
- ☐ Credit card payment: American Express, MasterCard or Visa. Please call 718-893-8600 ext. 11245.
- ☐ Tax deductible contribution of \$ _____ enclosed.

Completion of Contract

◆ **Please send a copy of contract & payment to:**
Kips Bay Boys & Girls Club/Attn: 2021 Journal
1930 Randall Avenue, Bronx, NY 10473

Or fax contract to: 718-991-2117

For more information please call 718-893-8600 ext 11245

◆ Please send copy of contract with material submissions to:
GHP Media - Kips Bay Project
475 Heffernan Drive, West Haven, CT 06516
203-479-7500 - Fax: 203-479-7575

◆ Retain a copy of contract for your records.

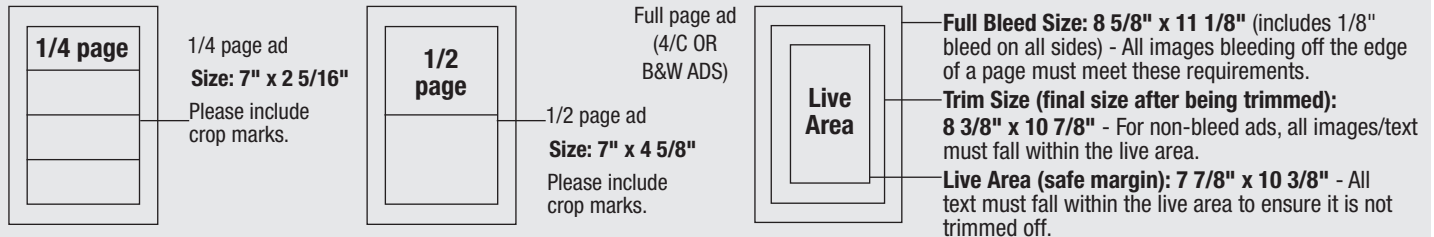
TERMS & CONDITIONS

SUPPLIED MATERIALS:

- All advertising materials must be submitted as high-resolution **PDF/X1a file (Portable Document Format)**.
 - **No fifth color can be accommodated at this time.** All B&W ads must be true grayscale (black only).
 - Color corrections can be made by GHP Media at the cost of \$180/hour. Price includes a GRACoL proof.
 - All ads must conform to the size specification outlined on the front of this contract.
 - All ads must have crop marks and they must be positioned 1/4" from ad trim. They must not be visible in the bleed areas.
 - Digital material is acceptable in the form of Macintosh formatted CD-ROM.
 - If sending your own GRACoL proof, please send a Epson GRACoL (or equivalent*). The proof will be used to verify color and content at press time. The proof will be returned to you once the publication has printed.
- * **A Epson Proof** is preferred, but please log onto www.idealliance.org for a complete list of certified contract proofs.
Four-color laser proofs are not a acceptable guide for color.

Advertisers will be e-mailed a list of any additional production costs you might incur.

Measurements for 1/2 page and Full page ads



MATERIALS FOR AD CREATION: DUE FRIDAY 1/4/21

GHP Media can design your ad at the cost of \$325.00. Price includes one round of changes, PDFs for review, and a GRACoL proof. Additional rounds of edits will incur cost.

All materials (typed copy, photographs, illustrations, logos, etc.) should be submitted in an electronic format along with a detailed sketch of the proposed ad.

Logos & Icons: Mac illustrator (up to version CC 2020) or Mac Photoshop at **300dpi at preferred size/image mode set at grayscale or CMYK.**

Scans: Submit in preferred size as EPS or JPEG file at 300dpi.

For technical information, contact Trish Camara at GHP Media, Prepress Department - Telephone: 203-479-7500 Fax: 203-479-7575

Where to send Ads and Materials: Email files to kipsbay@ghpmedia.com or send large files through www.wetransfer.com

Rate Policy and Cancellations: All advertising purchased from the Kips Bay Boys & Girls Club are payable to the address shown on the invoice upon receipt. All amounts are payable in accordance with the invoice terms. Payments must be made either by money order, check in US dollars drawn on a US bank or by American Express, MasterCard or Visa. All advertising is accepted subject to approval of the Publisher. We reserve the right to cancel any advertisement deemed unsuitable for publication. Notice of cancellation must be received in writing before closing date.

Service Charge: All invoices are payable upon receipt and considered past due if not paid within thirty (30) days of invoice date. A service charge of 15% per month will be applied to balances not paid within 30 days of invoice.

Limitation of Liability: Kips Bay Boys & Girls Club will not be liable for any error in any advertisement published hereunder. If supplied ad materials do not conform to the printer's specification, the advertiser assumes full responsibility to pay for correction or to resubmit correct materials if time allows. Any changes made by the advertiser after copy has been submitted to the printer will be charged to the advertiser. Kips Bay Boys & Girls Club and/or GHP Media cannot be held responsible for loss due to theft, fire or delivery.

Reprints: For more information, please contact GHP Media at 203-479-7500.

All material will be furnished at the advertiser's expense.