

# Advertising Contract

## Advertising Media

### I. PRINT ADVERTISING Chamber Newsletter

Mailed at the first of each month.  
Full-color ad sizes & rates per issue.  
1/2 page (8.025" w x 5.15" h) = \$300  
Full page (8.75" w x 11.25" h)\* = \$500  
*\*(Trim size for full page is 8.5"x11")*  
Insert (8.5" w x 11" h) = \$200 per issue

#### **The Good Life**

Annual tourism & relocation guide.  
Contact RLACC for rates,  
specifications & deadlines.

#### **Relocation Packets**

Place your brochures in information packets  
mailed to relocation inquiries. One year of  
participation = \$500 (Member provides 100  
brochures for distribution)

### II. DIGITAL ADVERTISING Weekly eNews (Monday Memo & Calendar at-a-Glance)

#### **Banner Ads**

Monthly = \$200  
(Member provides hyperlink)  
(728 x 90 pixels, no animation)

#### **RogersLowell.com Website Banner Ad**

Available on yearly contracts.  
Contact RLACC for rates,  
specifications & deadlines.

#### **Premium Social Media Marketing (SMM) Package**

Monthly = \$200  
One news article posted to the Member  
News section of RogersLowell.com.  
One social media posting (promoting a  
link to the article) on Facebook, Twitter  
and LinkedIn for four weeks.  
Duration: One Month (One social  
media posting per week)

## ROGERS-LOWELL AREA CHAMBER OF COMMERCE

317 W. Walnut Street  
Rogers, AR 72756  
Phone 479.636.1240  
Fax 479.636.5485  
www.RogersLowell.com  
sales@rogerslowell.com

Version: 2019.001

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Fax \_\_\_\_\_ Website \_\_\_\_\_

## Advertising Order Information

Media \_\_\_\_\_

Advertising Date(s) \_\_\_\_\_ Material Due Date \_\_\_\_\_

Ad Size  Full page  1/2 page  
 Insert  Banner Ad  Article for Social Media

Instructions \_\_\_\_\_

Amount Due \_\_\_\_\_ Amount Received \_\_\_\_\_

## Terms & Conditions

- All display ads shall be provided via electronic media (CD/email/dropbox.com) preferably in .EPS or .SVG format, or saved as a high-resolution PDF, JPEG or TIFF and emailed to ads@rogerslowell.com.
- Display ads **must be received no later than the 10th** of the month prior to publication.
- All inserts must be pre-approved by the Chamber prior to delivery to the Chamber.
- All inserts **must include the words "Paid Advertisement" printed on one side** as per postal regulations. The Chamber is not responsible for any inserts rejected by the post office.
- Flyers must be 8.5" x 11" with no folds.
- Advertiser agrees to provide the Chamber with 3750 copies of the flyer to be inserted.
- Newsletter inserts are **due no later than the 15th** of the month prior to publication.
- *Advertising in Chamber publications is only available to Chamber members in good standing. Any business advertised in the flyer must be a current member of the Rogers-Lowell Area Chamber of Commerce. The Chamber reserves the right to reject any advertisement that, at its sole discretion, is not in good taste or not in keeping with the best interest of members of the Rogers-Lowell Area Chamber of Commerce. The Chamber also reserves the right to require changes in copy and format that in its opinion could be misleading or deceptive.*
- **Cancellation Policy:** Should an advertiser choose to cancel space reserved, the advertiser must notify the Chamber **10 days prior to the due date** of the ad or insert. If the Chamber is not notified, the advertiser agrees to pay the insertion fee if the Chamber is unable to find another advertiser to fill the space.

**By signing this contract, I agree to the terms and conditions as specified.**

Name & Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For office use only

Sales ID \_\_\_\_\_ Member ID \_\_\_\_\_ Invoice # \_\_\_\_\_ Date \_\_\_\_\_ By \_\_\_\_\_