



# NEWSLETTER ADVERTISING CONTRACT

This is a:  NEW AD  RENEWING AD:  Same artwork  New artwork

Number of issues to run: \_\_\_\_\_ Start Date: \_\_\_\_\_

### Digital Ad Sizes

1/4 page  1/2 page Vertical  1/2 page Horizontal  Full page

Please see the attached rate sheet for prices. Note separate price for non-members. You must be a member in good standing to receive member rates. If a different size ad or number of issues is desired other than what is listed, please contact FMHA for a special quote.

Date: \_\_\_\_\_

Advertiser Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Advertisers must conform to the attached Advertising Requirements. FMHA does not pay advertising agency commissions. Advertiser agrees to pay the rates as set forth by the FMHA. Advertisements must be received according to space reservation and deadline requirements as set forth by FMHA (See advertising deadlines attached).

As publisher, FMHA reserves the right to decline advertisements for any reason it deems sufficient. Advertiser assumes liability, agrees to hold publisher harmless, and agrees to indemnify publisher, including attorney's fees and costs incurred by publisher, for any and all claims based on advertising published, including claims or suits for libel, violation of right of privacy, plagiarism and copyright or trademark infringement.

Acceptance of advertising does not in itself constitute recommendation or endorsement of advertiser's firm or product by the publisher.

If legal action is necessary for collection or other causes, advertiser agrees to pay all attorney fees and court costs.

By signing below, you hereby acknowledge that you have read the Newsletter Advertising Contract and Advertising Requirements, and understand and agree to the terms within.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

**(Please return a copy of the signed advertising contract with camera-ready or electronic artwork. See attachment for artwork requirements.)**

# ADVERTISING REQUIREMENTS

## General Information:

The FMHA Newsletter is the only current publication in Florida aimed specifically at those involved in the manufactured housing industry. It is the official publication of the Florida Manufactured Housing Association, which serves over 700 manufacturing, retailer, developer, filled park, service and supply firms, and finance and insurance firm members. The newsletter is published and distributed electronically to our members. A print version is also available for download from the electronic version or fmhamember.org.

## Issue and Closing Dates:

The Newsletter is published electronically on approximately the 5<sup>th</sup> day of each month. All ads must be received no later than the 28<sup>th</sup> of the prior month. Ad orders may not be cancelled after this deadline has passed.

## Billing Information:

It is FMHA's policy to extend credit and invoice members in good standing for their ads after the Newsletter has been published. FMHA reserves the right to ask for pre-payment of ads from non-members.

## Advertising Requirements:

Advertisers providing their own artwork are responsible for verifying that FMHA has received the artwork. FMHA will attempt to position ads per advertisers' requests, but we cannot always guarantee that a position will be available.

**Advertising Rates: ALL RATES ARE PER ISSUE, DEPENDING ON THE NUMBER OF ISSUES CONTRACTED.**

### Non-Member Rates:

### Member Rates:

<u>Number of Issues</u>	1-5	6-11	12-17	18-23	24+	<u>Number of Issues</u>	1-5	6-11	12-17	18-23	24+
Full Page	\$550	\$523	\$495	\$468	\$440	Full Page	\$275	\$262	\$248	\$234	\$220
Half Page	\$330	\$314	\$292	\$281	\$264	Half Page	\$165	\$157	\$149	\$141	\$132
Quarter Page	\$220	\$204	\$198	\$187	\$176	Quarter Page	\$110	\$105	\$99	\$94	\$88

## Advertising Specs:

1/4 page: 408px x 504px (4.25"W x 5.25"H)

1/2 page Vertical: 408px x 1008px (4.25"W x 10.5"H)

1/2 page Horizontal: 792px x 504px (8.25"W x 5.25"H)

Full page: 816px x 1056px (8.5"W x 11"H)

## Artwork Submission Requirements:

Please save artwork as a JPEG or PNG format. Prefer art to be electronically e-mailed ([susan@fmha.org](mailto:susan@fmha.org) or [laura@fmha.org](mailto:laura@fmha.org))