

RESERVE SPACE FOR

Business/Customer _____
 Contact Name _____
 Address _____
 City _____
 State & Zip _____
 Phone (incl. ext) _____
 Fax _____
 e-mail _____

BILLING ADDRESS (if different)

Agency _____
 Contact Name _____
 Address _____
 City _____
 State & Zip _____
 Phone (incl. ext) _____
 Fax _____
 e-mail _____

ISSUES OF INSERTION

2010: __ Oct/Nov __ Dec

2011: __ Jan/Feb __ Mar __ Apr __ May __ June __ July/Aug __ Sept __ Oct __ Nov __ Dec

AD SIZE (please indicate V - vertical or H - horizontal)

Full page (premium page # __) 1/2 pg __ 1/3 pg__ 1/4 pg__ 1/6 pg__

MARKETPLACE AD: 1/4 1/8

ZONES (please note restrictions): 1 2 3

Zone 1: Oakland, Alameda, Berkeley, Emeryville | Zone 2: LaMorinda, Walnut Creek, Pleasant Hill, Concord, Clayton | Zone 3: Tri-Valley Area

MATERIALS

Provided camera ready pick-up BAK to build ad (fees: \$75: full pg, \$50: half pg, \$25: 1/4 or 1/6 pg)

E-mail camera ready artwork (hi-res, print-ready PDFs are preferred, CMYK, all fonts embedded) to estrong@bakidsmagazine.com.

If BAK is to build ad, e-mail logo, photos, verbiage to estrong@bakidsmagazine.com. Please label subject line: Ad Materials for (company name). We try to provide proof in 24-48 hours.

PAYMENT AUTHORIZATION

Fax to (925) 262-4621 when completed

Per Issue Rate	\$
Discount (if applicable)	\$
Gross per Ad	\$
Set up Fee (if any)	\$
Total Due Upon Signing	\$

CREDIT CARD # _____
 EXP DATE ____/____/____ VISA MC AMEX DISCOVER CARD
 VERIFICATION NUMBER (on back of card)_____
 NAME AS IT APPEARS ON CARD (PLEASE PRINT): _____

 BILLING ADDRESS: _____

 CHECK #____ CASH

For all new contracts, payment is expected at time of ad reservation. Following issues will be invoiced 5 days before scheduled print date. Special discounts apply if prepaying entire contract run. Inquire for more information. All ads 1/4 or smaller must be prepaid each issue unless specifically authorized by Publisher or agent.

I have read this advertising agreement and supplemental information, approve the content, agree to the terms and conditions set forth within these documents, and am authorized to order placement for the above ad(s).

NAME (print) _____

SIGNATURE _____

TITLE _____

BAY AREA KIDS MAGAZINE specifications

ADVERTISING All art materials must be submitted as a PDF file (sent either via e-mail, downloadable from an FTP site, or on CD-ROM). Ensure that ALL fonts are embedded, all colors are converted to CMYK, and overprinting is turned OFF. Ads with bleeds must include .125" minimum bleed on all bleed sides and registration marks embedded in the PDF placed at least .25" outside the trim edge. For best PDF results, we recommend saving PDF with presets set to "Press Quality" and a standard of "PDF/X-1a:2001." All ad materials must conform to SWOP standards. ([see www.swop.org](http://www.swop.org)).

Publisher assumes that advertiser or agency has full permission to publish all contents and subject matter of advertisement. Publisher assumes no warranty for content authorization. By submitting advertisement for publication in Bay Area Kids magazine, advertisers and or their representative agencies agree to hold Bay Area Kids magazine (and all associated employees and holdings) harmless against any claims, libel, violation of privacy, copyright, or trademark infringement, plagiarism, or violations of any federal or state law, statute, act, or regulation. Advertiser and or its agency also agree to indemnify Bay Area Kids magazine against expenses and losses (including legal fees) resulting from any above actions.

Publisher will not be held liable for any acts of God, strikes, accidents, or other circumstances beyond Publisher's control that may result in a failure to print, publish, or distribute and circulate an issue of a magazine in which an advertisement has been accepted.

RIGHTS OF REFUSAL: All advertising copy is subject to approval from Bay Area Kids magazine (hereto referred to as the "Publisher"). Publisher reserves the exclusive right to reject or cancel any advertisement at any time. If publisher decides to cancel an advertisement, advertiser has option to replace ad, or not run an ad in that issue.

Bay Area Kids magazine reserves the right to refuse any ad that is of a vulgar, sexist, racist, or of otherwise degrading in nature. This decision is at the sole discretion of the Publisher. If an ad is refused, the advertiser will have the option of submitting other materials, or paying half of ad rate if decision is made not to run any ad by advertiser.

CANCELLATION: An advertiser or its agency may not cancel (or alter) approved insertion orders after an issue's closing date. Cancellation after issue's closing date will result in being charged for ad space whether ad runs or not. Cancellations or alterations in insertion orders must be made in writing, and only upon explicit approval of Publisher.

EDITORIAL SUPPORT: Bay Area Kids magazine supports its advertisers through editorial mentions and other inclusions in the magazine or associated materials. However, the Publisher cannot and will not guarantee inclusion of any advertiser's services or products or mention of these services or products.

ADVERTORIALS: In look, layout, or use of fonts or other identifiables, any advertisement that resembles current Bay Area Kids magazine editorial will not be accepted without prior agreement with Publisher. Any advertisement prepared with an editorial style will be required to place the words "advertorial" at the top.

RATES: Rates are subject to change without notice. However, rates will not affect current insertion orders, and advertisement reservations with future frequency reservations. If Publisher fails to receive payment from either advertiser or agency, both advertiser and agency will be held jointly and severally liable for such dues as Publisher is entitled to receive.

If advertiser or agency breaches any of the terms in this contract, the advertiser and/or its agency will remit payment equal to all of the Publisher's costs and expenses incurred while enforcing and or collecting these payments. All insertion orders are subject to the conditions set forth in this rate card. Signed insertion orders constitute binding contracts, subject to the conditions and provisions of this rate card. Insertion orders placed by advertising agencies constitute binding obligations of the agency whether the agency has received payment from the advertiser or not.

Oh, and one more thing: thank you for your support of Bay Area Kids!