



# *gusher*

## Advertising Contract & Rates 2015-2016

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COMPANY NAME

CONTACT NAME

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MAILING ADDRESS

CITY, STATE & ZIP

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PHONE NUMBER

E-MAIL

Are you a League Member? \_\_\_ Yes \_\_\_ No

(10% discount per month applies for League members or customers who advertise by the year.)

Check the box to indicate ad size and rate that applies (**REMEMBER TO PROOF YOUR AD CAREFULLY**. JLT accepts no liability for any production, or typographical error(s) appearing in advertisements produced and proofed by/for the advertiser)

Check One	Ad Size	Dimension (with and w/o bleeds)	Rate	10% Discount Rate
	Inside Front/Back Cover	<i>No Bleed:</i> 7.625 Wide x 10.125 Tall <i>Bleed:</i> 8.5 Wide x 11 Tall + 1/8' bleed per side	\$1,000	\$900
	Full Page – Inside	<i>No Bleed:</i> 7.625 Wide x 10.125 Tall <i>Bleed:</i> 8.5 Wide x 11 Tall + 1/8" bleed per side	\$900	\$810
	Half-Page – Horizontal	<i>No Bleed:</i> 7.625 Wide x 5 Tall <i>Bleed:</i> 8.5 Wide x 5.375 Tall + 1/8" bleed per side	\$500	\$450
	Half-Page – Vertical	<i>No Bleed:</i> 3.75 Wide x 10.125 Tall <i>Bleed:</i> 4.125 Wide x 11 Tall + 1/8' bleed per side	\$500	\$450
	Quarter Page	<i>No Bleed:</i> 3.75 Wide x 5 Tall	\$300	\$270
	Business Card	<i>No Bleed:</i> 3.75 Wide x 2.375 Tall	\$100	\$90

### TERMS AND CONDITIONS

- gusher** is a professionally produced, full-color, annual publication that contains advertising exclusive of travel, credit card, and insurance advertising in accordance with US Postal Service Non-Profit Bulk Mail regulations.
- DISCOUNT:** Advertiser will be entitled to a 10% discount if a Junior League of Tulsa member in good standing. Ad size may not be reduced and no refund is given for unused contracted ad space. Ad may be enlarged by paying the pro-rated additional amount.
- SPACE RESERVATION:** Ads will be reserved and published on a first-come, first-served basis; space typically sells out before the deadlines. If demand exceeds space available, Advertiser will be contacted prior to publication.
- FORMAT:** Electronic ad submission is required; acceptable formats include high-resolution .pdf, .jpg, .eps, and tiff files. Ad should be emailed to [gusher@jltulsa.org](mailto:gusher@jltulsa.org).
- SIGNED CONTRACT & PAYMENT:** Space is reserved upon receipt of completed signed contract and payment. The Junior League of Tulsa will submit an invoice for payment. Payment should be made payable to The Junior League of Tulsa, Inc., mailed or delivered to: 3633 South Yale Avenue, Tulsa, OK 74135. Contract may be e-mailed to [gusher@jltulsa.org](mailto:gusher@jltulsa.org) or faxed to 918-627-9588. Payment by credit card is accepted by calling 918-663-6100. Send all contract and correspondence to the attention of the *gusher* Committee. If payment and artwork are not received by the deadline, Advertiser forfeits the ad space and it will be sold to another Advertiser.
- CONTENT:** All advertising content and layout is subject to the approval of *gusher*. The publisher reserves the right to refuse any advertisement at any time. The advertiser assumes total liability for ad content and full responsibility for any claims, expenses, or losses arising from such content.

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SIGNATURE (REQUIRED)

DATE

***The publication of gusher is supported by our advertisers, allowing funds raised by JLT to go back into our community projects. Thank you for helping us work to end the cycle of poverty in Tulsa!***