

P E N S A C O L A DOWNTOWN C • R • O • W • D

Published for the Pensacola
Downtown Improvement Board by
Ballinger Publishing
41 N. Jefferson St. • Suite 402
Pensacola, Florida 32501
PH: 850.433.1166 • FX: 850.435.9174

2010 Rates & Contract for Advertisement

Black & White

SIZE	1mo	3mo	6mo	9mo	12mo
FULL PAGE	\$1160	\$1044	\$934	\$874	\$709
2/3 PAGE	652	565	506	489	450
1/2 PAGE	589	530	474	446	409
1/3 PAGE	425	403	382	352	324
1/4 PAGE	309	274	246	226	209
1/8 PAGE	179	158	142	132	119

(Color Options: Add 10% for One Spot Color)

Four Color

SIZE	1mo	3mo	6mo	9mo	12mo
FULL PAGE	\$1394	\$1264	\$1119	\$1050	\$954
2/3 PAGE	825	692	668	637	615
1/2 PAGE	714	639	574	536	494
1/3 PAGE	505	462	429	404	379
1/4 PAGE	369	331	294	274	259
1/8 PAGE	210	194	174	159	149

Calendar Page (Color Rates are included on the Calendar Page)
(Limited Space Subject to Availability)

SIZE	1mo	3mo	6mo	9mo	12mo
CALENDAR LARGE	\$162	\$151	\$141	\$136	\$129
CALENDAR SMALL	100	95	85	80	75

Rates are Agency Commissionable to authorized agencies where placement originates. Ad composition by Ballinger Publishing is included in rates. Scans will be billed to the advertiser at a rate of \$40 per scan for a 4"x5" or smaller and \$60 per scan up to 8.5"x11". Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

ADVERTISEMENT DIMENSIONS

SIZE	IN INCHES W x H
FULL PAGE	9.9 x 10
2/3 VERT.	6.4 x 10
1/2 VERT.	4.8 x 10
1/2 HORIZ.	9.9 x 4.9
1/3 VERT.	3.3 x 10
1/4 HORIZ.	4.8 x 4.9
1/8 HORIZ.	4.8 x 2.3

CALENDAR PAGE	
CALENDAR LARGE	5 x 2.5
CALENDAR SMALL (BC)	3.5 x 2

SUBMISSION SPECIFICATION

The Downtown Crowd is produced using Macintosh computers and programs. All furnished images for your ad must be a minimum of 300 dpi. We prefer digital submission made via PDF. We can accept Quark, Photoshop, InDesign and Illustrator files.

Ad Size	H or V	BW or Color	# of Issues	Start Date
Gross Rate	Discount	Net/Insert	Contract Total	
Advertiser (Corporate) Name		Advertising Agency		Authorized Agent
Billing Address		City	State	ZIP
Physical Address		City	State	ZIP
Telephone		Fax	Email	
Advertiser's Authorized Signature		Date	Account Executive's Signature	

TERMS: It is agreed that Ballinger Publishing (Publisher) may not raise the stated advertising rates during the period of this contract, nor may the Advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the Advertiser, a letter of cancellation must be received by the Publisher 45 days prior to the issue date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in the Pensacola Downtown Crowd (Publication) the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. All camera-ready materials submitted to the Publisher are accepted upon the express condition that the Advertiser agrees to hold the Publisher harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisements that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1.5% per month (18% annually) finance charge. The Advertiser agrees to pay a finance charge of 1.5% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.