

EMPLOYER UPDATE 2008 ADVERTISING CONTRACT

This constitutes a binding contract. Upon acceptance of this contract, South Central Michigan Works!
agrees to publish your ad in SCMW!'s Employer Update quarterly newsletter

South Central Michigan Works!
Business Office:
310 W. Bacon Street
Hillsdale, Michigan 49242

Contact: Sarah Hartzler
Phone: (517) 437-0990 ext. 171
Fax: (517) 439-1518
Email: shartzler@scmw.org

Advertiser Information:


Company Name	Contact Phone	Contact Fax
Contact Name	Contact Email	Website (optional)
Address Line 1	Address Line 2	City
State / Province	Zip / Postal Code	Country

I agree to advertise in the SCMW! **Employer Update** newsletter issue(s) specified in this contract. I have read and accept all **Employer Update** newsletter advertising contract terms and conditions. I agree to include full payment with this contract order for all advertising I have selected at the pricing rates listed below. I understand and agree to comply with all **Employer Update** newsletter ad submission deadlines recognizing that submission for each issue is a month prior to the month of publication.

Authorized Signature	Date	Contact Phone
Printed Name	Title	Contact Email

Issue(s): (All advertisements will be printed in your choice of red only, black only, or a red and black combination.)

Ad Specifications:

- Size:**
 6.5" x 3.75" Horizontal
 3" x 7.5" Vertical
- Color(s):**
 Pantone 200 (red) ONLY
 Black ONLY
 Pantone 200 (red) and Black
-  **By agreeing to a one year contract, it breaks down to around 15¢ a contact. Less than the cost of a local phone call.**
- Rate:**
 \$350 per issue with a one year advertising contract.
 \$450 per issue with a single issue advertising contract.

Payment Information: (Full payment must accompany this contract.)

Check enclosed (Payable to 'South Central Michigan Works!') Purchase Order # _____

Credit Card: VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____

Card Holder's Name as it appears on the card _____

Card Holder's Signature _____

General Terms:The Advertiser and/or the Advertising Agency representing the Advertiser hereby agree(s):

- to abide by the terms of the publication's 2008 Advertising Rates;
- to furnish advertisements within the 2008 Publisher Deadlines;
- to meet payment schedules & terms; and
- to hold Publisher harmless from any and all liability.

Approval of advertising:The subject matter, form, size, wording, illustration, and typography of the advertising in this contract shall be subject to the approval of South Central Michigan Works! (SCMW!); SCMW! shall not make changes to any advertising without the Advertiser's prior consent.

Advertiser Resellers or Group Sales: Only advertising from the contracted company is allowed. This means that an advertiser that purchases an ad placement can not divide the ad into smaller sections and sell the sections to another advertiser. The advertiser that purchases the advertising can only advertise their own products and/or services.

Proof changes and/or corrections:The advertiser is responsible for mailing, faxing or emailing all ad copy changes to the SCMW! business office by each issue deadline date. Copy corrections or changes cannot be guaranteed after deadline date. For holders of a one year contract, if a change is not received by the deadline date, previous copy will be repeated.

Compensation:SCMW! will not be responsible for any errors discovered in the ad after the **Employer Update** newsletter has gone to press and/or has been mailed.

Position placements:SCMW! reserves the right to place Advertisements on any internal page position. Ad placements are on a first-come first-serve basis as space permits; all ad placement decisions shall be at the discretion of SCMW!.

Billing: Full payment must accompany this contract. Cash, check, or credit card are acceptable payment methods.

Artwork specifications:

- Acceptable Formats; InDesign (Macintosh or PC) format preferred. TIFF, JPEG, or EPS also acceptable. We do not accept Word documents, PageMaker files or Microsoft Publisher files.
- Included Graphics; You must supply all graphics associated with the ad, in TIFF or EPS vector art format only.
- Included photographic images (TIFFs) should have resolution of 300-dpi (dots per inch). Lower resolution images, such as 72-dpi JPEGs from some digital cameras, are too coarse and will not print clearly.
- Included TIFFs should be saved in GRAY SCALE mode.
- EPS files: If EPS files contain type, please convert all type to outlines before saving, to avoid missing font issues at print time.
- Fonts: All fonts used in ad must be included. Type 1 fonts or TrueType fonts for PC or Mac are preferred.
- Included Proof: Please include either a "hard copy" printout of your ad, or a soft copy proof in PDF format, so that we may verify that the final result matches your desired look.

Design Services: If you require advertising design services, Ray Printing & Mailing Company, Inc. will provide this service for an additional fee. Please contact Ray Printing & Mailing Company, Inc. at 517-787-4130 or 800-338-7346 for a free quote. You will be provided with an electronic PDF file proof of your ad prior to deadline for approval.