

BRIDALBLISS

Advertising Contract

Bridal Bliss Magazine is a semi-annual publication distributed in **Lexington, KY** and surrounding areas. We distribute 10,000 copies at Bridal Bliss Bridal Shows and through local store-fronts and Wedding Professionals. Anticipated publication months are November & May. We are honored to feature stunning LOCAL Weddings as well as the expertise of our LOCAL Wedding Professionals.

Business Name:	_____
Contact:	_____
Address:	_____
City:	_____ State: _____ Zip: _____
Business Phone:	_____ Cell Phone: _____
Email address:	_____
Website:	_____

While we cannot guarantee placement (other than Premium Positions), we will consider commitment date and relevant content when putting the magazine together.

Premium Positions

Inside Front Cover.....\$1350
Inside Back Cover.....\$1200
Page 1.....\$1100

4-Color

Full Page.....\$1,000
Half Page.....\$700
1/4 Page.....\$550
1/8 Page.....\$250

Rates are listed as gross. In order to secure advertising space, we do ask for a 20% deposit submitted at the time of signed contract. Invoices for balances are due approximately 30 days before distribution. While Bridal Bliss cannot create your ad for you, we are happy to recommend affordable professionals who can work with you to create the perfect message.

Issue: _____	Ad Size Requested: _____
Deposit amount: _____ (Balance & Artwork due March 15)	

All advertisement purchases are required to have a credit card on file. Even if you plan to make your payments by check, we still require a card to be kept on file if not paying in full. The card will be charged 30 days prior to distribution if your balance has not been paid. By signing below, you authorize Bridal Bliss to charge your card for your balance at that time if other arrangements have not been made.

Credit Card Type: _____ Card Number: _____ Exp: _____

Security Code: _____ Billing Zip Code: _____ Name on Card: _____

Signature: _____

If paying by check, please remit this contract with your check made payable to **Bridal Bliss**.

Contracts may be returned by mail, email or fax.

Bridal Bliss
PO Box 235
Georgetown, IN 47122
shannon@bridalblissclassic.com
fax 502-456-1314

BRIDALBLISS

General Advertising Policies

General

Bridal Bliss will not be bound by any conditions, printed or otherwise, appearing on any insertion order, email or order blank when they conflict with the terms and conditions of this contract and rate card, or any amendment thereof.

Cancellations/Transfers

Cancellations and transfers of payment will not be accepted between magazine issue or any other Bridal Bliss entities. Each issue of publication is quoted and printed based upon contracted commitments.

Commissions

All rates quoted are gross.

Copy Acceptance

Bridal Bliss reserves the right to reject any advertisement regarded as objectionable in wording or appearance and may require the "Advertisement" in any ad submitted. Reference to any Bridal Bliss entity in advertisements, promotional material or merchandising by advertiser or agency is subject to prior written approval by Bridal Bliss. No allowance will be made for errors that do not materially affect the value of the advertisement. Bridal Bliss' liability for an error shall not exceed the cost of the space occupied by the error. Bridal Bliss' publishing liability for color errors shall not exceed the cost of the color price for the advertisement.

Copy Authorization

All advertisements are accepted and published upon representation that the party placing such material is authorized to publish any and all such material. In consideration of acceptance, the advertiser and/or agency agrees to indemnify and hold Bridal Bliss harmless from and against any loss of expense on claims based upon the subject matter of such advertisements.

Guaranteed Placement

To create convenience for our readers and advertisers, every attempt is made to place advertisements by nature of content. Requests for position can be made but are never guaranteed (with the exception of purchased premium positions). No adjustments will be given if and when a request is not fulfilled.

Advertising Design

Advertising layout is considered to be an integral element of the magazine's look. Advertisements get better results when they catch the reader's attention, and we've established design criteria with that goal in mind. Bridal Bliss will maintain the highest editorial standards for content. We will not publish explicit verbal or pictorial content.

Digital Specs

Digital advertising materials must be provided as PDF, Illustrator or Photoshop EPS files. PDF is the preferred format. All text must be converted into vector format and all pictures need to be embedded into the file. Only postscript fonts will be accepted. Text in vector EPS must be converted to outlines or paths to prevent font problems.

Due to dot gain and various registration issues with newsprint, please guard against the following: 1) The use of reversed type less than 9 point in size, especially on 4-color backgrounds. 2) The use of reversed type less than 9 point in size when in light, condensed or compressed typefaces. **Please flatten all transparencies. Any changes due to unflattened transparencies will not be the responsibility of Bridal Bliss. No adjustments will be made due to transparency errors.**

For print, all images must be saved as TIFF or EPS only. All images must be in CMYK mode only. Images saved as Lab color, duotone, indexed or RGB colors are not acceptable. PDF's with color images must be composite CMYK documents. All scanned halftone images should be sized at a resolution of at least 170 dpi (85 line screen) at 100% of the size used in the file. Line art should be at a resolution of at least 600 dpi at 100% the sized used in the file.

Email your Advertisement

Please email your advertisement in PDF, EPS or TIFF formats to hello@bridalblissmagazine.com.

By signing below, I certify that I understand the commitment I am making. I certify that I have the authority to purchase advertising for the business listed on page 1. I have also reviewed and agree with the Bridal Bliss advertising policies set forth within this contract.

Date _____

Signature _____