

32nd Annual Willo Historic Home Tour and Street Fair Brochure  
Advertising Rate Sheet and Agreement  
February 9, 2020

The 2020 Willo Home Tour Brochure is a 5.5”x 8.5” full color program booklet, with traditional centerfold, which is given to every person who attends the Willo Home Tour. We anticipate a print run of approximately 3,000 pieces.

All ads are in color. All ads must be in digital format (see below for specs).

Ad Deadline – January 10, 2020. All ads must be paid in full and copy submitted by this date or ad will not be run.

**Regular Placements**

q Full-page 5.5” x 8.5” vertical	\$400
q Half-page 5.5”x 4.25” horizontal	\$250
q Quarter-page 2.25” x 4.25” vertical	\$150

**Special Placements**

q Front Full-page (vertical - inside cover)	\$450
q Back Full-page (vertical - inside cover)	\$450
q Back Full-page (vertical - outside cover)	\$500

**Advertiser Agreement**

1. Full payment is required at the time of contracting.
2. Advertiser is to provide all ads in digital form via email to [ericssells1@cox.net](mailto:ericssells1@cox.net). Ads in TIFF or JPG formats should be **300 dpi resolution or greater**. Ads in PDF format need fonts embedded.
3. Any special layout charges will be passed onto the Advertiser.
4. Willo Neighborhood Association reserves the right to reject any advertisement for any reason. Willo Neighborhood Association will notify advertiser if ad has been rejected and the reason for rejection. Advertiser will then have the option to remake ad. Willo Neighborhood Association agrees to refund the Advertiser’s money if no agreement is reached.
5. Advertiser assumes full responsibility concerning the right to use any name, address, image, trademark, service mark or copy in any advertisement and for determining that such usage conforms in all respects to all applicable licenses, laws, and regulations, including but not limited to all requirements of local, state, or federal authorities.
6. **No contract shall be cancelable nor will any monies be refunded if the advertiser decides not to run supplied ad after signing or emailing this advertising agreement.**
7. All advertising rates are for **SPACE ONLY**. Willo Neighborhood Association does not provide ad design or production assistance.
8. This agreement reflects the entire agreement between the Advertiser and Willo Neighborhood Association with respect to matters contained herein and supersedes all prior oral or written agreements. Any modification to this agreement must be in writing and signed by both parties.
9. Payments must be made online. We will provide you with the link upon completion of this advertising agreement.
10. All payments and ad copy must be received by January 10, 2020 or ad will not be run.

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

*By signing this, or e-mailing your information, you are agreeing to the terms of the Advertising Agreement as set forth above.*

Signature: \_\_\_\_\_

Questions? Contact Eric Sells at [ericssells1@cox.net](mailto:ericssells1@cox.net) or 480-266-5601.

**Thank you for supporting the Willo Home Tour!**