

CONTACT INFO

Company/Advertiser

Contact Person

Address

City State Zip

Phone Email

Advertising Agency (if applicable)

Contact Person

Address

City State Zip

Phone Email

AD SIZE/FREQUENCY

Please check the box for the advertisement size and frequency you are contracting for: (Ad design and video production services available)

Magazine Ads	4x (One Year)	3x	2x	1x
Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Cover - Left (front)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Cover - Right (front)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Cover - Right (back)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Table of Contents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Two Page Spread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Three Page Spread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Four Page Spread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Ads	4x (One Year)	2x		
Static Advertisement	<input type="checkbox"/>	<input type="checkbox"/>		
:30 Commercial	<input type="checkbox"/>	<input type="checkbox"/>		
:60 Commercial	<input type="checkbox"/>	<input type="checkbox"/>		

TERMS & CONDITIONS

All advertising contract space must be inserted within one year of contract date. VALEO will not be bound by any conditions appearing on insertion orders or material instructions that conflict with the provisions of this contract. If an advertiser fails to provide required material to meet deadlines of issue in which space has been ordered, the last published advertisement available will be repeated. If no advertisement is available, the advertiser will be billed for the space reserved per contract.

VALEO accepts the advertising placed by advertising agencies on behalf of their clients. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf.

All advertising material is subject to VALEO's approval, and VALEO reserves the right to refuse any advertisement. All advertisements must be submitted by materials deadline in press-ready PDF format. VALEO is not responsible for any errors in advertisement files provided by advertiser.

Unpaid invoices past 30 days will be surcharged at a rate of 2.5% per month and forfeit all rate discounts. If it becomes necessary to turn an account over to attorneys or a collection agency for payment, the advertiser will be responsible for paying surcharges and any fees that result from the collection action. To prematurely end an advertising contract, all rate discounts for contract are to be forfeited and paid by advertiser in addition to 10% contract cancellation fee.

CONTRACT ISSUE DATE:
To be filled out by Valeo.

CONTRACT RATE AGREEMENT

Per Magazine Advertisement Rate \$ _____

Frequency (enter number of magazine insertions) x _____

Magazine Rate Total (multiply per-ad rate by frequency) ... \$ _____

Per Online Advertisement Rate \$ _____

Frequency (enter number of online insertions) x _____

Online Rate Total (multiply per-ad rate by frequency) \$ _____

Rate Total (add magazine and online rate totals) \$ _____

Discounts (if applicable)

Camera-Ready/Pre-Produced Discount (subtract 15%) - \$ _____

Combined Media Investment Discount (subtract 15%) . - \$ _____

One-Year Contract Prepaid in Full (subtract 3%) ... - \$ _____

Contract Total \$ _____

Billing Contact

Name _____

Phone _____

Email _____

Signature below constitutes advertiser/agency agreement to the terms, conditions, and regulations specified herein.

Signature _____

Name (printed) _____

Company _____

Title _____

Date _____

Contracts can be Mailed or Faxed to:

VALEO Communications (502-415-7156 fax)

268 St. Matthews Ave., Louisville, KY 40207

AD SUBMISSION

Print ads must be submitted as 300 dpi CMYK press-ready PDFs with all fonts embedded and correct bleed. Ad PDFs can be emailed, mailed on CD or uploaded via FTP. For FTP information and/or any production questions, contact James A. Montgomery at jim@valeocommunications.com or 502-253-5771.

Online ads must be submitted via backend upload or FTP as a common video file format such as .mov or .mpg (preferred). Other common formats may be accepted with prior approval. Image files must be submitted in .png format. For upload information and/or any production questions, please contact DBS>Interactive at clients@dbsinteractive.com or 502-562-7895.