

# NEWTON-NEEDHAM CHAMBER INBUSINESS

## Advertising Sales Agreement 2018

Eastern Advertising, Inc., a Massachusetts corporation, with the principal place of business located at 740 Main Street, Waltham, MA 02451 ("Eastern"), hereby sells to the undersigned ("Customer"), advertising space in INBusiness, a publication of the Newton-Needham Chamber of Commerce ("INBusiness")

For and in consideration of the promises representations and other good and valuable consideration herein described, Eastern and Customer agree to the Terms and Conditions on the reverse of this Agreement and as follows:  
**Please Check the Advertising Dimension for your advertisement:**



**Full Page**  
*W: 10.25"*  
*H: 10.15"*



**Half Page**  
 (Horizontal)  
*W: 10.25"*  
*H: 5.0"*



**Half Page**  
 (Vertical)  
*W: 5.0"*  
*H: 10.15"*



**Quarter Page**  
 (Horizontal)  
*W: 5.0"*  
*H: 5.0"*



**Quarter Page**  
 (Vertical)  
*W: 2.5"*  
*H: 10.15"*



**Eighth Page**  
 (Vertical)  
*W: 2.5"*  
*H: 5.0"*



**Eighth Page**  
 (Horizontal)  
*W: 5.0"*  
*H: 2.5"*

The following Advertising Rates apply:

| Size      | Frequency |          |          |
|-----------|-----------|----------|----------|
|           | 1 Issue   | 3 Issues | 6 Issues |
| Back Page | \$3,000   | \$2,400  | \$1,800  |
| Full Page | \$ 1,200  | \$ 1,000 | \$ 800   |
| 1/2 Page  | \$ 980    | \$ 700   | \$ 500   |
| 1/4 Page  | \$ 500    | \$ 400   | \$ 300   |
| 1/8 Page  | \$ 400    | \$ 300   | \$ 200   |

| Size      | Frequency (Non-Members) |          |          |
|-----------|-------------------------|----------|----------|
|           | 1 Issue                 | 3 Issues | 6 Issues |
| Back Page | \$3,150                 | \$2,550  | \$1,950  |
| Full Page | \$ 1,300                | \$ 1,100 | \$ 900   |
| 1/2 Page  | \$ 1,055                | \$ 775   | \$ 575   |
| 1/4 Page  | \$ 550                  | \$ 450   | \$ 350   |
| 1/8 Page  | \$ 450                  | \$ 350   | \$ 250   |

All Advertising Material shall be submitted to Eastern in accordance with the Terms and Conditions located on the second page of this agreement and in accordance with the following **Graphic Requirements:**

- **Image area: 10 inches Wide X 11 Inches Height**
- **Printing: Web Press**
- **Screens: Images should be scanned at a resolution of 200dpi as the final dimension to be used. Line art should be scanned at 750dpi**
- **Files accepted: JPG, High Resolution PDF, Indd, EPS, TIFF, Microsoft Word**
- **Include all printer and screen fonts (PLEASE DO NOT SEND YOUR ENTIRE FONT FILE).**
- **All Colors are C/M/Y/K**
- **For PDF files: must be high resolution, all fonts must be embedded.**
- **Files accepted on CD or Zip Files**
- **All Ads are to be sent to [adcopyea@cs.com](mailto:adcopyea@cs.com). Attn to Erica Willard, Subject: INBusiness ad for what issue**

**I HAVE READ ALL TERMS AND CONDITIONS ON THE SECOND PAGE OF THIS AGREEMENT**

CUSTOMER:

\_\_\_\_\_  
 (Signature)

\_\_\_\_\_  
 (Print Name)

\_\_\_\_\_  
 (Address)

\_\_\_\_\_  
 (Phone Number)

\_\_\_\_\_  
 (Email Address)

## Terms and Conditions for INBusiness Advertising Sales Agreement

1. **Customer's Advertising Material:** This Agreement shall encompass any and all copy, illustrations and artwork submitted to Eastern by Customer on a Bi-Monthly basis in connection with this Agreement ("Advertising Material").
2. **Term:** The term of this Agreement shall commence as of the date hereof and continue thereafter from month to month until terminated by either party. Customers must give written notice of its cancellation or termination of this Agreement no later than the Material Due Date as defined herein. Eastern and INBusiness may cancel this Agreement for any breach of its terms or conditions by the Customer. Failure by INBusiness to publish and distribute any issue or issues of INBusiness shall not constitute a breach of this contract.
3. **Publication Schedule:** INBusiness is a published Bi-Monthly Magazine with which the first issue starts February/ March. The publication will be delivered to registered business's and CVS's in Newton and Needham. Mailing lists are updated monthly.
4. **Graphical Requirements, Advertising Dimensions:** Customer shall provide Eastern with advertising materials in accordance with the graphical requirements and Advertising Dimensions provided in this Agreement. Eastern may revise its graphical Requirements or Advertising Dimensions at any time with prior notice to Customer.
5. **Material Due Date:** During the term of this agreement, Customer shall provide Eastern with advertising materials no later than the second Friday of the month preceding the publication date ( each a "Material Due Date"). Cancellation of space reservations must be received, in writing, prior to the Material Due Date.
6. **Advertising Rates:** Customer shall submit payment to Eastern in accordance with the Advertising Rates herein described. Eastern and INBusiness may revise such Advertising Rates at any time with prior notice to Customer.
7. **Commission and Credit Terms:** All Classified and display rates are net with no agency discount. All open balances are due and payable 30 days from publication. Checks should be made payable to Eastern Advertising
8. **Content Approval:** Customer's Advertising Material shall be subject to approval by Eastern and INBusiness who reserve the right to reject or revise objectionable copy.
9. **Notices:** Any notice required under this agreement shall be in writing and delivered by certified mail return receipt requested, and addressed to the parties at the addresses set forth in this agreement, or to such other address as either party may require from time to time after written notification to the other of such change of address. Such notice shall be presumed received by said party as of the date said notice is mailed by certified mail.
10. **Entire Agreement/ Invalidity of Particular Provisions:** This Agreement, and all consists of the entire agreement between the parties and may be modified or amended only by a written instrument executed by the parties. In the event any paragraph or portion of this agreement is conclusively deemed to be unenforceable or contrary to applicable provisions of the law, then said paragraph or portion hereof shall be stricken and considered not to be included in this agreement; however, the remainder hereof shall continue in full force and effect without modification.
11. **Severability:** If any provision of this agreement shall be held invalid or unenforceable by a court of law, such provision shall be modified to the extent necessary to bring it within the legal requirements. Any such invalidity or unenforceability shall not affect the remaining provisions of the agreement, and such remaining provisions shall continue in full effect.
12. **Governing Law:** This Agreement shall be governed by the laws of the Commonwealth of Massachusetts without application of its choice of law provisions.