

RHA Resource Directory Display Advertising Agreement

Company Name: _____ **RHA Member ID:** _____

Address • City • State • Zip: _____

Ad Contact: _____ **Phone:** _____ **Fax:** _____

Billing Contact: _____ **Phone:** _____ **Fax:** _____

Base Ad(s): *Black & White*

- Full Page • 7.5" wide x 10" tall • \$840
- 1/2 pg Horiz • 7.5" wide x 4.875" tall • \$630
- 1/2 pg Vert. • 4.875" wide x 7.5" tall • \$630
- 1/3 pg Horiz. • 7.5" wide x 3.25 tall • \$475
- 1/3 pg Square • 4.875" wide x 4.875" tall • \$475
- 1/6 pg Horiz. • 4.75" wide x 2.3" tall • \$255
- 1/6 pg Vert. • 2.3" wide x 4.75" tall • \$255

Color:

- 1 color + Black • \$50
- 2 colors + Black • \$125
- Full Color • \$200

Premium Ad Placement • Full Page ads only

- ~~Inside front cover • Full color • \$2,125~~ **SOLD**
- Page 1 • Full color • \$2,125
- Pg 2 thru 5 • Black/White • \$950
- ~~Back Cover • Full color • \$2,850~~ **SOLD**
- Inside Back Cover • Full color • \$2,125



Ad Specifications: Accepted formats are as follows: tiff (300 dpi); jpeg (300 dpi); eps (with fonts as outlined graphics); pdf (with embedded fonts saved at Press Quality)

Ad Placement: All ads will be on the same page or adjacent to one of your company's listings in the Category section at the Editor's discretion, unless Premium Ad Space or Special Placement has been specified. Special and Premium ad placement is on a first come first, served basis.

Special Placement: You may specify which category your ad is placed in _____ **Placement fee:** _____
(on same page or adjacent page closest to your listing) for an additional 25% of the base price (B/W) of your ad.

Specify Placement of choice: _____

Ad copy MUST be delivered/e-mailed to Alice (publications@rha-ps.com) and paid for by Friday, October 18, 2010.

Subtotal Amount: _____

10% Discount if Paid In Full & Ad submitted by August 31, 2010

Discount Amount: _____

Any additional costs incurred for ad design or changes are not included in this contract. **Total Amount Due:** _____

Payment Enclosed: Yes No **Payment Type:** Check Credit Card Call 206-283-0816 with credit card info
Invoice faxed upon request

SPECIAL INSTRUCTIONS: (please print)

TERMS OF AGREEMENT:

Associate Member agrees to Submit and pay for ad by October 29, 2010. Ads not prepaid by this date will be assessed a 25% fee. Changes or cancellations after October 29, 2010 (including altering ad dimensions/size) are subject to a re-design fee/late fee, depending on how much the project is delayed (minimum of \$50). Terms and conditions for the RHA Resource Directory are dictated by Printing Trade Customs. Please retain a copy of this agreement for your records.

Client Signature: _____ **Date:** _____