

Gazette Media Kit

1. Submission of an advertisement to FOF does not constitute a commitment to publish the advertisement nor does it affect its right to revise or reject such advertisement thereafter.
2. FOF reserves the right to revise or reject any advertisement or portion thereof. The subject matter, form, size, wording, illustrations and typography of all advertising copy are subject to approval; revision or rejection by the FOF. FOF cannot guarantee an advertisement's position. All advertising positioning will be at the discretion of the FOF.
3. **All advertisements must be submitted in black and white in one of the following formats:**
 - All fonts must be included with the file. Include a laser proof. The following programs are accepted: QuarkPress, Adobe Pagemaker, Adobe Photoshop, Adobe Illustrator, Macromedia Freehand.in camera ready artwork. If any advertisement requires production work prior to publication, advertisers will be billed for design charges at \$50 per hour. Advertisers will be required to submit photos or drawings, logos and ad copy to be used in ads.

4. Publication deadlines:

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|--------------------|-----------------------------------|-------------------------------|
| Winter 2006 | Ad space reservations: November 1 | Artwork deadline: November 15 |
| Spring 2007 | Ad space reservations: February 1 | Artwork deadline: February 15 |
| Summer 2007 | Ad space reservations: May 1 | Artwork deadline: May 15 |
| Fall 2007 | Ad space reservations: August 1 | Artwork deadline: August 15 |

5. Advertising sizes:

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|---------------------------|-------------------------------|---------------------------|
| Full page (8 x 10 ½) | \$750 per issue (non-members) | \$650 per issue (members) |
| Half page (3 ½ x 9 ½) | \$375 per issue (non-members) | \$300 per issue (members) |
| Half page (7 x 4 ¾) | \$375 per issue (non-members) | \$300 per issue (members) |
| Quarter page (3 ½ x 4 ¾) | \$250 per issue (non-members) | \$200 per issue (members) |
| Business Card (2 ¼ x 4 □) | \$150 per issue (non-members) | \$125 per issue (members) |

10% discount for multiple issues.

6. Advertiser accepts all liability for material submitted to FOF including liability for infringement of copyrights, trademarks, trade names or patents, content, and any and all liabilities not named herein resulting from or attributable to the publication of any material submitted by advertiser, including fraudulent claims of service or product.
7. No advertisement will be placed without prior payment. Any advertisement missing the deadline date for the current issue in process will be placed in the following issue.
8. Payments for advertisements are due in full upon notification of acceptance of the advertisement. Check, money order, Visa, or Master Card are acceptable forms of payment.

9. Advertisers wishing to take advantage of discounted advertising for more than one issue must pay for the advertising in full upon notification of acceptance of the advertisement by FOF.
10. In the event of an error or omission in printing and publication of an advertisement, FOF liability shall be limited to the cost of the space occupied by the error with a maximum liability being cancellation of the cost of the first incorrect advertisement or re-publication of the advertisement. FOF shall not be liable for consequential damages of any kind. Advertiser is obligated to notify FOF of an error in time to enable FOF to make the correction before the next insertion. No adjustment shall be made where the advertiser is responsible for the error.

Please contact Kathy DeLuca, Executive Director, at 856-833-1771 if you wish to place an advertisement in the Gazette.