

FabShop News magazine

Advertising Reservation Contract

Please select your ad size and run dates below for *FabShop News* magazine.
Discount available on multiple consecutive runs only.

| | | | |
|---------------------------------------|--|--|----------------------------------|
| Color | 1x | 3x * | 6x * |
| Front cover + Advertorial** | <input type="checkbox"/> \$2,600** | | |
| Full page spread | <input type="checkbox"/> \$2,400 | <input type="checkbox"/> \$2,325 | <input type="checkbox"/> \$2,275 |
| Half page spread..... | <input type="checkbox"/> \$1,800 | <input type="checkbox"/> \$1,600 | <input type="checkbox"/> \$1,500 |
| Center spread (left page only) | <input type="checkbox"/> \$1,750 | | |
| Back cover..... | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$1,800 | <input type="checkbox"/> \$1,700 |
| Inside front cover..... | <input type="checkbox"/> \$1,950 | <input type="checkbox"/> \$1,750 | <input type="checkbox"/> \$1,650 |
| Inside back cover | <input type="checkbox"/> \$1,900 | <input type="checkbox"/> \$1,700 | <input type="checkbox"/> \$1,600 |
| Page 1 | <input type="checkbox"/> \$1,800 | <input type="checkbox"/> \$1,600 | <input type="checkbox"/> \$1,500 |
| Full page opposite | | | |
| Table of Contents | <input type="checkbox"/> \$1,725 | <input type="checkbox"/> \$1,525 | <input type="checkbox"/> \$1,425 |
| Full page opposite | | | |
| Table of Columns | <input type="checkbox"/> \$1,700 | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$1,400 |
| Full page opposite | | | |
| Promotional Calendar Ideas | <input type="checkbox"/> \$1,675 | <input type="checkbox"/> \$1,475 | <input type="checkbox"/> \$1,375 |
| Full page opposite | | | |
| Masthead | <input type="checkbox"/> \$1,650 | <input type="checkbox"/> \$1,450 | <input type="checkbox"/> \$1,350 |
| Full page | <input type="checkbox"/> \$1,575 | <input type="checkbox"/> \$1,375 | <input type="checkbox"/> \$1,300 |
| 1/2 page island | <input type="checkbox"/> \$1,025 | <input type="checkbox"/> \$900 | <input type="checkbox"/> \$850 |
| 1/2 page horizontal or vertical | <input type="checkbox"/> \$925 | <input type="checkbox"/> \$825 | <input type="checkbox"/> \$775 |
| 1/4 page | <input type="checkbox"/> \$575 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$450 |

* Ad Runs **must be consecutive** to qualify for the discounted rate.

** Cover is limited to three nonconsecutive ads per year.



FabShop News Publishing Schedule

| Issue # | Publish/ Mail Dates | Reservation Deadline | Ad Materials Due |
|------------------------------|---------------------|----------------------|------------------|
| <input type="checkbox"/> 127 | December 2018..... | Oct. 10, 2018 | Oct. 19, 2018 |
| <input type="checkbox"/> 128 | February 2019..... | Dec. 14, 2018 | Dec. 21, 2018 |
| <input type="checkbox"/> 129 | April 2019 | Feb. 8, 2019 | Feb. 22, 2019 |
| <input type="checkbox"/> 130 | June 2019..... | April 12, 2019 | April 22, 2019 |
| <input type="checkbox"/> 131 | August 2019..... | June 14, 2019..... | June 24, 2019 |
| <input type="checkbox"/> 132 | October 2019 | Aug. 9, 2019..... | Aug. 23, 2019 |
| <input type="checkbox"/> 133 | December 2019..... | Oct. 11, 2019 | Oct. 25, 2019 |
| <input type="checkbox"/> 134 | February 2020 | Dec. 13, 2019 | Dec. 27, 2019 |

Red Issues: Bonus distribution at Quilt Market

FABSHOP NEWS ADVERTISER INFORMATION

PLEASE PRINT CLEARLY

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

Email _____

Ad Agency Contact Information: _____

AD INSERTION COST

\$ _____ Total from selection above

\$ _____ Add \$30 for camera ready art

\$ _____ Add \$15 for art scan or \$40 for cover scan

\$ _____ TOTAL DUE

Payment: Check Visa
 MasterCard Bill Me

Credit Card # _____

Card Exp. date _____ CCV# _____

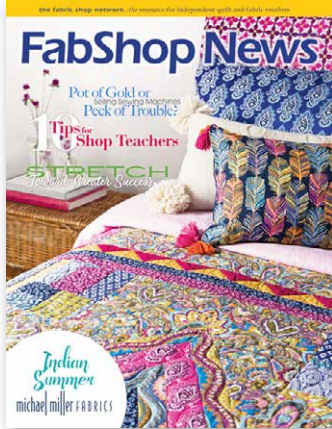
Signature: _____

AGREEMENT

I agree to the terms and provisions stated on page 8 of FabShop Media Kit, and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

Authorized Signature _____

Title _____ Date _____



Advertising Terms & Provisions FOR FABSHOP NEWS MAGAZINE

- A. Rate Card #2017–A effective January 1, 2017.
- B. Positioning of advertisements is at the discretion of the publisher. Requested positions are guaranteed only as space permits and when accompanied by a 10% preferred positioning premium on the gross insertion rate.
- C. Cancellations/changes will not be accepted by the publisher after the published closing date.
- D. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher. 50% cancellation penalty will be applied to the remaining contract.
- E. Front cover, left-center spread, and back covers are non-cancellable at all times.
- F. All payments are nonrefundable.
- G. Prepayment is required for all first-time advertisers. Thereafter, the advertiser can set up an account with *FabShop News* (FSN).
- H. Unless otherwise indicated, all payments are due upon receipt of invoice. Payments received later than thirty (30) days after invoice shall be subject to annual interest at the rate of 18% or the highest permitted by state law.
- I. Advertiser is ultimately responsible and liable for payment for advertising placed by agency in the event the agency defaults payment to the publisher.
- J. There is a \$35.00 charge for any check returned for nonpayment.
- K. If any account becomes delinquent and is sent to a collection agency or attorney, or becomes the subject of litigation, advertiser is liable for the payments due, interest charges, and the cost and expenses of collections, attorneys fees, and litigation.
- L. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher.
- M. Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of an issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.
- N. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
- O. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.
- P. All oral instructions regarding contract or insertion must be followed up in writing.
- Q. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error. Publication is made and charged for at the rates in effect at the time of publication without further notice.
- R. Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates.
- S. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- T. Publisher reserves the right to decline advertising that does not meet with the publisher's approval.
- U. Upon written request, the publisher will attempt to return all ad materials sent in by the advertiser (props, models, product, etc.) to the advertiser, but shall not be held liable for damaged, lost, or unreturned goods.
- V. All ad files executed by the publisher at no charge remains the property of the publisher.