

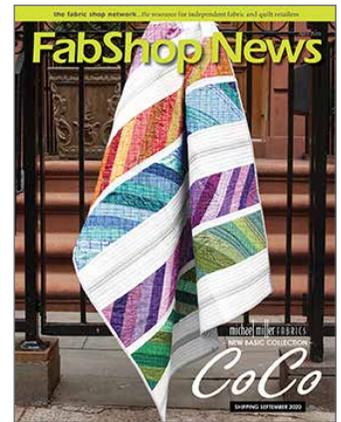
# FabShop News magazine

## 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\*\* .....  \$2,625\*\*
  - Full page spread .....  \$2,425 .....  \$2,350 .....  \$2,300
  - Half page spread.....  \$1,825 .....  \$1,625 .....  \$1,525
  - Center spread (left page only) .....  \$1,775
  - Back cover .....  \$2,025 .....  \$1,825 .....  \$1,725
  - Inside front cover .....  \$1,975 .....  \$1,775 .....  \$1,675
  - Inside back cover .....  \$1,925 .....  \$1,725 .....  \$1,625
  - Page 1 .....  \$1,825 .....  \$1,625 .....  \$1,525
  - Full page opposite
    - Table of Contents .....  \$1,750 .....  \$1,550 .....  \$1,450
  - Full page opposite
    - Table of Columns .....  \$1,725 .....  \$1,525 .....  \$1,425
  - Full page opposite
    - Promotional Calendar Ideas .....  \$1,700 .....  \$1,500 .....  \$1,400
  - Full page opposite
    - Masthead .....  \$1,675 .....  \$1,475 .....  \$1,375
  - Full page .....  \$1,600 .....  \$1,400 .....  \$1,325
  - 1/2 page island .....  \$1,050 .....  \$925 .....  \$875
  - 1/2 page horizontal or vertical .....  \$950 .....  \$850 .....  \$800
  - 1/4 page .....  \$575 .....  \$500 .....  \$450

\* Ad Runs **must be in consecutive issues** 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"/> 137	August 2020	June 12, 2020	June 22, 2020
<input type="checkbox"/> 138	October 2020	Aug. 10, 2020	Aug. 21, 2020
<input type="checkbox"/> 139	December 2020	Oct. 12, 2020	Oct. 23, 2020
<input type="checkbox"/> 140	February 2021	Dec. 14, 2020	Dec. 29, 2020
<input type="checkbox"/> 141	April 2021	Feb. 12, 2021	Feb. 22, 2021
<input type="checkbox"/> 142	June 2021	April 12, 2021	April 19, 2021
<input type="checkbox"/> 143	August 2021	June 11, 2021	June 21, 2021
<input type="checkbox"/> 144	October 2021	Aug. 9, 2021	Aug. 20, 2021
<input type="checkbox"/> 145	December 2021	Oct. 11, 2021	Oct. 22, 2021

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# \_\_\_\_\_

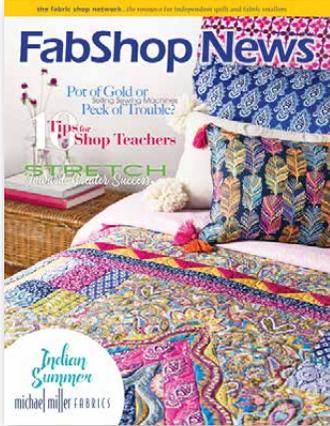
Signature: \_\_\_\_\_

### 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 #2019–A effective April 1, 2019.
- 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.