



2018 Mid-Atlantic Home & Outdoor Living Show

You must sign and return pages 1 and 2
Fax to 757-420-5539 or email to tnobles@tbaonline.org

ADVERTISING AGREEMENT

This is a contract between Tidewater Builders Association (TBA) and: _____
(Legal Business Name)

Company: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____ Fax: _____

Email address (required): _____

AD GUIDE: Please reserve the following ad space.

<input type="checkbox"/> Cover Position	<input type="checkbox"/> Full Page
<input type="checkbox"/> 1/2 page horizontal	<input type="checkbox"/> 1/3 page vertical
<input type="checkbox"/> 1/3 page square	<input type="checkbox"/> 1/6 page vertical
<input type="checkbox"/> 1/6 page horizontal	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Special Position (specify): _____	

Special Instructions:

Camera ready ads and payments are due by Thursday, March 15, 2018.

Total Due: _____

*Authorized by: _____ Date: _____
Signature

Print Name: _____

Accepted by (TBA Rep): _____ Title: _____

**Authorizer is ultimately responsible for all advertising charges, if any legal steps are taken to retrieve this indebtedness, all costs will be advertiser's expense, including reasonable attorney's fees.*

Payment method: _____	Check # _____	MC _____	Visa _____	AmEx _____	Exp. Date: _____
Name on Card: _____	Account Number: _____	Billing Zip Code: _____			
Amount to be charged: _____	Signature: _____	Security Code: _____			

General Terms

The Publisher reserves the right to edit and/or refuse any advertisement it may consider unsuitable for any reason. All advertisements are accepted upon representation that advertiser is authorized to publish the entire contents and subject matter offered. Advertiser agrees to indemnify and hold harmless Publisher against loss, damage, cost and expense which Publisher may incur, or become liable for, by reason of any and all claims or actions for libel, violation of any right of privacy, plagiarism, copyright infringement, and any and all claims of any kind or nature in connection with advertising matter published pursuant to this Agreement.

Publisher shall have no liability whatsoever in the event of any act of God, the public enemy or government authority, labor dispute, war, civil disobedience, riot, Printer service failure, or other occurrences beyond its control which shall in any way restrict or prevent the distribution of the MAHOL 2018 show guide.

Publishers shall have no liability whatsoever, by reason of any errors, failure to publish advertising on desired dates, omissions or additions to advertisement; provided, however, that Publisher shall be obligated to adjust or rebate the charge on any advertisement or any portion of an advertisement which has been materially affected by any error of Publisher.

Advertisers are responsible for the full payment of advertisements once under contract, including advertising cancelled after reservation deadline. If any legal steps are taken to retrieve this indebtedness, all costs will be at advertiser's expense, including reasonable attorney's fees.

A 50% deposit must be received within ten days of submitting this agreement. Payment in full is due by March 15, 2018. If a balance remains after this due date and credit card information has been provided, the balance will be charged to the credit card automatically by TBA staff.

Checks should be made payable to:

Tidewater Builders Association
2117 Smith Avenue
Chesapeake, Virginia 23320

For more information call Tammy Nobles, TBA Sales, Production, Social Media Administrator, (757) 305-9065 or email tnobles@tbaonline.org.

This acknowledges that I have read and understand the above mentioned general terms.

Authorizing Signature

Date

Print Name

Title

1/10/2018

Show Guide Ad

Ad Prices

Full Color

Full page	\$1,250
1/2 page	\$850
1/3 page	\$600
1/6 page	\$425
First page	\$2,200
Inside front cover	\$2,700
Inside back cover	\$2,500
Back cover	\$2,900
Center position (double truck)	\$2,900

**TBA members
receive a 5%
discount**

Ad Image Area Dimensions

Standard units (width x depth in inches)

Center position (double truck):	16 1/4 x 10
Full page:	7 1/2 x 10
1/2 page horizontal:	7 1/2 x 4 7/8
1/3 page vertical:	2 1/4 x 10
1/3 page square:	4 7/8 x 4 7/8
1/6 page horizontal:	4 7/8 x 2 1/4
1/6 page vertical:	2 1/4 x 4 7/8

Acceptable Digital Formats

- **Platforms:** Macintosh or PC
- **Removable-media:** CD, flash drive
- **File Formats:** Press optimized PDF, InDesign file, EPS
- **On the disk:** In addition to the print file, include separate folders for: Links, FPO's, fonts and a publication report.
- **Preferred art file types:** (print optimized) pdf or eps. (No bmps, wmf or gifs). The printer will output directly from images supplied in the "Links" folders, Include all fonts in one folder.
- **INCLUDE ALL LINKED FILES & FONTS ON DISK, ALONG WITH A HARD COPY OF AD.**
- **Comps, ads:** CMYK process inks will be used.
- **When creating solid black areas:** 1/4" x 1/4" or larger, please make these areas "rich black." The color formula for "rich black" is 100 Black, 40 Cyan, 20 Magenta, and 30 Yellow.
- **All type should be 100% black.**

Ad Specifications

- **Trim size:** The magazine trims to 8 3/8 inches wide by 10 7/8 inches high.
- **Image area:** For all live materials, the image area is 7 1/2 inches wide by 10 inches high. Keep all text 1/4 inch from trim on all sides of bleed ads! Allow additional 1/4 inch of image on sides that bleed beyond trim. The ad provided must conform to space purchased or publisher reserved the right to adjust size.
- **Magazine specs:** The magazine is printed on a web press, using process (CMYK) inks and coated paper. It is saddle-stitched.
- **Color matches:** Exact color matches cannot be guaranteed with process inks.
- **Comps:** Must accompany digital media. See comp instructions below.
- **Printing:** Web, offset, screen-built process inks, coated text/cover.
- **Art accepted:** Digital preferred (see formats left)
- **Ad design fee:** \$150
Additional charges apply to excessive advertiser-requested proofs or complicated ad design.
- **Add \$100 for guaranteed position** (i.e.: proximity to specific editorial, right hand read)