



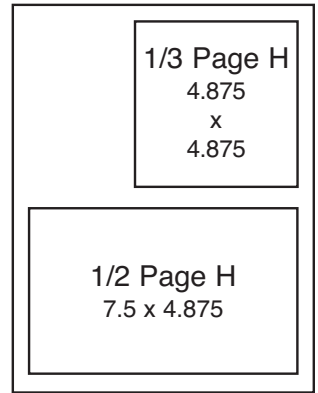
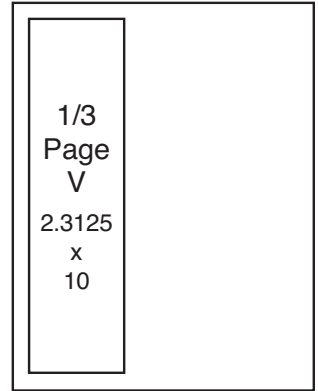
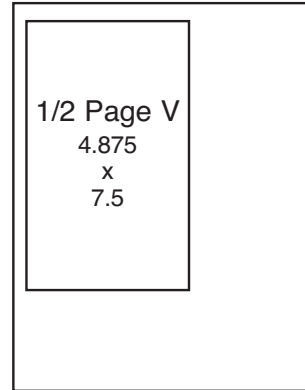
# 2010 Parade of Homes

May 15-23

## Rates & Agreement

### 4 Color Rates

Full Page	\$1995
1/2 Page	1195
1/3 Page	895
1/6 Page	495
2/3	1395
Back Page	\$3995
Page 3	2095
Inside Front Page	2095
Inside Back Page	2895
Center Spread	3995



Full Page No Bleed  
7.5"x10.25"  
Full Page Bleed  
8.25"x11"

### Published May 2010

**RATES:** Rates are Agency Commissionable to authorized agencies where placement originates.

**COMPOSITION:** Ad composition will be billed at \$40 per hour.

**SCANS:** Scans will be billed to the advertiser at a rate of \$40 per scan for a 4"x5" or smaller and \$60 per scan up to 8H"x11".

## Advertising Agreement

It is agreed that you are authorized to place advertisements in 2010 Parade of Homes

\_\_\_\_\_  
Advertiser (Corporate) Name

\_\_\_\_\_  
Advertising Agency

\_\_\_\_\_  
Date

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Fax Number

Ad Size	Horizontal or Vertical		
Gross Rate	Agency or other Discount	Net	Contract Total

Notes

Ads placed and paid for by March 31, 2010 receive a 10% early pay discount

Terms: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the issue date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in **Parade of Homes** the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity.

Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1 1/2% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1 1/2% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

\_\_\_\_\_  
Advertiser's Authorized Signature

\_\_\_\_\_  
Advertiser's Authorized Signature (Printed)

\_\_\_\_\_  
Account Executive's Signature

Date: \_\_\_\_\_