

THE WOODLANDER

e-Newsletter Advertising Rate Card

EFFECTIVE OCTOBER 2011

The Woodlander will be produced in COLOR as an e-Newsletter and published on our website for the duration of your insertion period. B&W printed copies will also be available at the Clubhouse.

2011/2012 Issue and Closing Dates:

Issue Dates*	Closing Dates for Materials**
September/October 2011	Tuesday, August 23rd
January 2012	Tuesday, December 20th
June 2012	Tuesday, May 22nd
October 2012	Tuesday, September 18th

*Subject to change without notice. **Will not be accepted after this date.

General Rates: E-MAIL NEWSLETTER with listing on our website

B&W	1X	2X	3X	4X
1/8 page	45.00	85.00	120.00	150.00
1/4 page	75.00	145.00	210.00	270.00
1/2 page	140.00	270.00	390.00	500.00
full page	250.00	490.00	720.00	940.00

Your Woodlander ad will be included on the PWLPOA website, on a new "Support our Advertisers" page.

- 1/8 page: 3 5/8" x 2 1/4"
- 1/4 page: 3 5/8" x 4 7/8"
- 1/2 page horizontal: 7 1/2" x 4 7/8"
- 1/2 page vertical: 3 5/8" x 9 3/4"
- Full page: 7 1/2" x 9 3/4"

The Publisher reserves the right to alter the size of the ad.

Terms:

Advertisers MUST submit payment with insertion. Checks or Money Orders are accepted, made payable to PWLPOA. **NO CASH ACCEPTED.**

Frequency Discounts:

Frequency rates are determined by the number of insertions within a 12-month period from the date of the first insertion. Please note: Insertions placed issue by issue, will be charged the single insertion rate. No discounts will apply.

Cancellation/Changes:

Cancellations or changes in orders are not accepted after an issue closing date. A previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

Art Preparation:

Electronic files in PDF format are required. Camera ready ads are accepted. Camera ready ads should be a high-quality computer printout (600 dpi). All art will be scanned or recreated in order to be inserted into electronic document, but quality cannot be guaranteed. **Digital Ads** should be accompanied by a proof made from the file to verify content. PDFs are required. **If using a PC format, save file as a PDF (high res).** Fonts should be embedded. CDs are acceptable media.

Electronic files should be emailed to the PWLPOA office **AND** also to zigzag5@ptd.net. Hard copy must be faxed. Please include contact information.

Advertising Questions: Dawn-Anne Fugger 570-686-1646 cell 914-850-9835

Billing Questions: Please contact the PWLPOA office.

Shipping Information:

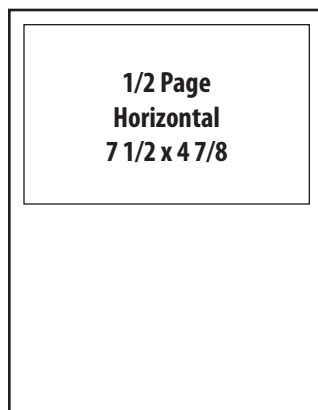
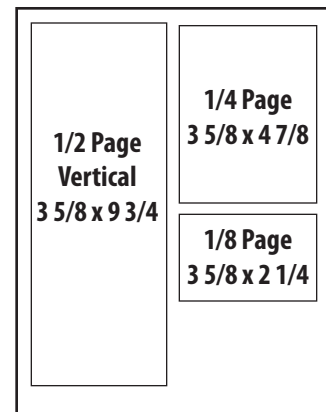
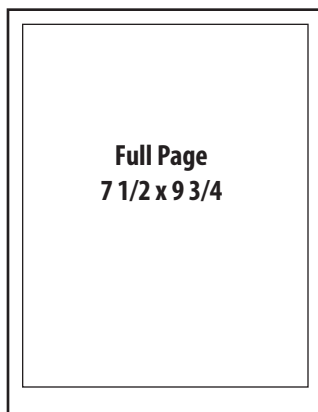
All advertising materials/payments should be sent directly to:

PWLPOA Woodlander
P.O. Box C
Milford, PA 18337

Phone: 570-296-8511 **Fax:** 570-409-8651 **Email:** PWLPOA@ptd.net

Mechanical Requirements:

Page Unit Sizes in inches (width x height)



Art/Production Information:

Any questions pertaining to art or production, please contact:

George Segnini
tel: 570-686-3618
email: zigzag5@ptd.net

Conditions:

The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, fire, accident or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication or distribution of The Woodlander.

The Publication reserves the right to reject, cancel and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.

All advertisements are accepted and published with the understanding that if mailed, all matter therein complies with all US Postal regulations and other applicable federal and state laws, rules and regulations and with the understanding that the Advertiser is authorized to publish the entire contents thereof, and that all statements made therein are true. The Advertiser agrees to indemnify, hold the Publisher harmless from, and defend the Publisher from any and all claims and suits (including but not limited to libel, copyright infringement, invasion of privacy and plagiarism) arising out of any advertising published.

Advertising is sold only at published rates. Oral agreements will not be binding on the Publisher.

The Publisher reserves the right to limit the size of space available to any single advertiser in any single issue. The Publisher also reserves the right both to limit the space available for advertising in any single issue and to refuse to accept advertising (even when submitted prior to the closing date) should the allotted space be filled. The liability of the Publisher for any error, delay or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.