

Santa Barbara **Family Life**

Insertion Order Contract

Santa Barbara's Only Family-Oriented Magazine

Advertiser Name _____ Contact _____

Phone _____ FAX _____ email _____

Address _____ City/State/Zip _____

Billing Address (if Different) _____

Attention: _____ Phone _____

Ad Size: Full Page 1/2 Page 1/3 Page 1/4 Page 1/8 Page Townsquare

Ad Shape: Vertical Horizontal Ad color: B/W Spot 4/C

Frequency: _____ Start Date: _____ Rate: _____

Comments: _____

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Ad to be created by: SBFL Advertiser Advertiser Agency Contact _____

Format: _____ Due Date: _____

Special Instruction: _____

Should the advertiser require creation of ad by SBFL, please make arrangements as early as possible so as to allow time to create an ad for your consideration and approval. In the event ad insertions are less than contracted, the discount rate will be adjusted to reflect actual insertion rate. Space reservation deadline is the 15th of the month prior to publication date. Camera ready art (electronic, disc or reflective art) must be received by the 20th of the month prior to publication date. Call art dept. for specs. In lieu of material contracted for but not received, advertiser will be billed for insertion costs and previous ad material will be used or created at the discretion of SBFL. Terms are payment upon receipt of invoice unless otherwise agreed upon. Payment after 30 days subject to late charges of 1.5% per month on outstanding balance.

signature SBFL representative

signature advertiser representative

Date _____

Date _____