

Non-commissionable

## CLASSIFIED ADVERTISING RATES

### Categories

- Adoption
- Animals
  - For Sale
  - Wanted
- Announcements
- Autos for Sale
- Business Opportunities
- Career Opportunities
- Child Care
- Courses/Instruction
- Entertainment
- Financial Services
- General
- Help Wanted
- Home Maintenance
- House Cleaning
- Lost & Found
- Merchandise for Sale
- Miscellaneous
- Personals
- Professional Services
- Real Estate
  - For Sale
  - Land for Sale
  - Rentals
- Services
- Telephones
- Travel/Cruises
- For Sale
- Wanted to Buy

### Line Ad

#### 1 Week

75¢ for per word. 20 word minimum.  
 Telephone #, street numbers and hyphenated words  
 are considered one word.

#### Boxed ad

\$3<sup>00</sup> additional.

#### Centered or Blank Lines

\$1<sup>00</sup> additional per line.

#### Bold Face Lettering

\$1<sup>00</sup> for each set of up to 3 words.

#### Special 4 Week Rate

Four weeks for the price of two.  
 Four week special price must be same ad.  
 Ad is cancellable, but not refundable.

### Display Classified Advertisement

\$18<sup>00</sup>  
 per column inch

1½ inches wide  
 by 1 inch deep

2 column inch  
 minimum.

### The Westmore News is a member of the New York State Classified Ad Network

We make it easy to reach your customers. We represent more than 290 weekly, daily ethnic and specialty publications and websites in New York, and it's our job to make your advertising easy and effective as possible. Choose from six regional buys or run statewide – reach up to 7 million adult New Yorkers for as little as \$389/week. Whether you want to run statewide or target a region – it's one call, one order, one low price. Call 914-939-6864 today for more information.

### MECHANICAL REQUIREMENTS

Column length ..... 16 inches  
 Column width ..... 1½ inches  
 Columns per page ..... 6 with 1/6 inch gutter between each  
 Type size ..... 8 points on 9 leading

The Westmore News, a weekly newspaper, uses the photo offset method of printing. To achieve the best results, advertising material should be submitted as a one-piece stat or velox or as a camera-ready mechanical. Otherwise, our professional production staff will be happy to design and prepare your advertisement for you.



## PAYMENT TERMS

Payment for advertisements in *Westmore News* is required in advance from all advertisers until credit has been established. The *Westmore News* bills on the last Friday of each month, and payment is due upon presentation of the statement. A 1½ percent service charge will be added to all accounts remaining unpaid 30 days after the billing date, with the minimum charge being \$1<sup>00</sup>. Unless special

arrangements have been made, all invoices dating more than 60 days past due will be forwarded to appropriate collection services. The advertiser is liable for any collection costs, court costs and attorney's fees incurred by *Westmore News* to collect delinquent accounts.

Make all checks payable to *Westmore News, Inc.*

## PUBLISHER'S REGULATIONS

- All advertising orders are accepted subject to the terms and provisions of the current advertising rate sheet.
- All advertising orders are subject to final approval by the publisher.
- The publisher reserves the right to reject any advertising copy submitted or to cancel any advertisement at any time.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- The word "Advertisement" will appear over any ad that simulates editorial content.
- The position of an advertisement within the paper is not guaranteed.
- The advertiser assumes full responsibility for all statements made in his advertisements. With regard to artwork, photographs and trademarks, the advertiser is responsible for gaining the authority to use them in his advertising and agrees to hold the publisher harmless from and against any and all claims arising from the improper or unauthorized use of such material in his advertisements.
- Advertisements ordered set and not used will be charged for composition.
- It is the responsibility of the advertiser to notify the *Westmore News* regarding any copy or size changes in their advertisement.
- The publisher cannot be responsible for errors in advertising beyond the cost of the actual space occupied by the part of the ad in error. Credit for any errors is allowed on the first insertion only. It is the obligation of the advertiser to promptly notify the publisher of any error.
- All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control.
- The publisher will not assume responsibility for any orders, corrections or cancellations given verbally. Instructions are to be in writing and must be received before deadline.
- We will accept orders to reprint prior advertising copy by telephone, but we will not assume responsibility for any changes or revisions thereto.
- Artwork and advertising layouts created for the advertiser by the *Westmore News* remain the property of the *Westmore News*.
- The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser's advertisement.