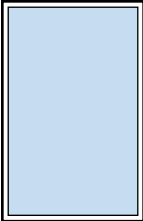
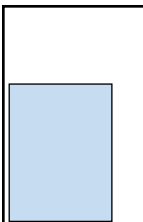
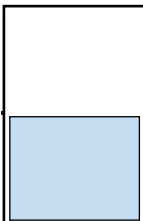
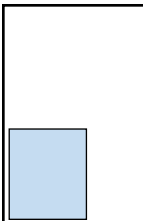
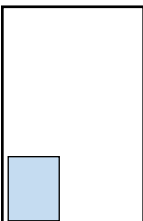
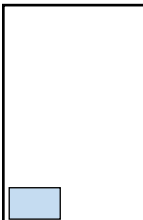


## DISPLAY ADVERTISING RATES

Number of consecutive ads    1    2    4    13    26    52

Ads must be same size for frequency discount

Price per ad for black & white only

	<b>Full</b>	\$890	\$595	\$535	\$480	\$415	\$355
	9 5/8" x 15 3/4"						
	<b>Junior</b>	\$550	\$365	\$325	\$305	\$270	\$245
	7 5/8" x 10"						
	<b>Half</b>	\$500	\$335	\$290	\$270	\$230	\$210
	9 5/8" x 8"						
	<b>Quarter</b>	\$290	\$190	\$170	\$155	\$140	\$120
	5 5/8" x 7"						
	<b>Eighth</b>	\$170	\$120	\$110	\$100	\$90	\$75
	3 5/8" x 5"						
	<b>Sixteenth</b>	\$125	\$90	\$85	\$80	\$70	\$60
	3 5/8" x 2 1/2"						
<b>Add Full Color</b> per ad per insertion		<b>\$150</b>	<b>\$100</b>	<b>\$85</b>	<b>\$70</b>	<b>\$55</b>	<b>\$40</b>

Deadline is Tuesday for Friday's newspaper.

Prices are per ad per week and are non-commissionable.

Rates effective January 1, 2021. Minimum size ad is a sixteenth.

Other size and shape ads are available, please call for a price quote.

Guaranteed placement (if available) costs an additional 25% (1/4 page minimum).

### MECHANICAL REQUIREMENTS

Column length ..... 15 3/4 inches  
 Column width ..... 1 5/8 inches  
 Columns per page ..... 5 with 1/8 inch gutter between each  
 Photographs (jpg or tif) ..... 200 DPI

The **NEWS**, a weekly newspaper, uses the photo offset method of printing. To achieve the best results, advertising material should be submitted as an Adobe PDF with the fonts embedded. For full color make sure all art is CMYK. Otherwise, our professional production staff will be happy to design and prepare your advertisement for you.



**327 Irving Avenue  
Port Chester, NY 10573  
(914) 939-6864  
publisher@westmorenews.com**

# DISPLAY ADVERTISING INSERTION ORDER

Date \_\_\_\_\_ Account # \_\_\_\_\_  
 Advertiser \_\_\_\_\_ Billing Address (if other than at left): \_\_\_\_\_  
 Attention \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Telephone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
 E-mail: \_\_\_\_\_ E-mail: \_\_\_\_\_

**AD SIZE:** Full \_\_\_\_ Junior \_\_\_\_ Half \_\_\_\_ Quarter \_\_\_\_ Eighth \_\_\_\_ Sixteenth \_\_\_\_ Other \_\_\_\_\_

**COLOR:** Full Color \_\_\_\_\_ Black & White \_\_\_\_\_

**FREQUENCY:** 52 times \_\_\_\_ 26 times \_\_\_\_ 13 times \_\_\_\_ 4 times \_\_\_\_ 2 times \_\_\_\_ 1 time \_\_\_\_ other \_\_\_\_\_

**COST PER INSERTION:** \$ \_\_\_\_\_ Total Cost \$ \_\_\_\_\_

**INSERTION DATES:** Starting \_\_\_\_\_ Ending \_\_\_\_\_

**SPECIAL INSTRUCTIONS:** \_\_\_\_\_

## Agreement

As the advertiser named above, I acknowledge that I have received or have knowledge of the current display advertising rate sheet and that I have received a complete copy of this insertion order. I understand and agree that the payment terms and publisher's regulations stated on the reverse side of this form are incorporated into this agreement by reference.

I understand that the deadline for copy changes is the Monday prior to publication and that in the event copy is not submitted by the Monday deadline, the Westmore News may publish the most

recent past ad that it has published for me. I understand that it is my responsibility to submit copy changes on time.

By signature, I acknowledge that I may renew my insertions by phone or FAX order and that such orders are accepted by the Westmore News subject to the terms of this agreement.

This order is not subject to cancellation without written acknowledgement from the publisher.

Please make checks payable to *Westmore News, Inc.*

I have read and accept the terms and conditions above.

Payment Received \$ \_\_\_\_\_

\_\_\_\_\_  
Advertiser's Signature & position

By \_\_\_\_\_  
Sales Representative

Credit Card # \_\_\_\_\_ Expires \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV# \_\_\_\_\_

Name on card: \_\_\_\_\_

Address where Credit Card Bill goes including zipcode: \_\_\_\_\_

## 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.