

Advertising Contract

The Graybeards

The Official Publication of the Korean War Veterans Association

- ◆ 80 page magazine mails to over 12,500 Korean War Veterans and their families 6 times/year
- ◆ Contents include member activities, special features and articles concerning the Korean War, book reviews, and notices of future events
- ◆ Membership includes all branches of the military, MOH recipients, Gold Star parents, Gold Star spouses, and Ex-POWs



Issue	Deadline
Jan/Feb	Jan 15
Mar/Apr	Mar 15
May/June	May 15
July/Aug	July 15
Sep/Oct	Sept 15
Nov/Dec	Nov 15

Submission of ad copy as well as payment must be received on or before the dates above for the issue indicated.

Company/Advertiser Name: _____

Contact Person: _____ Title: _____ Phone: _____

Billing Address: _____

Please place my advertisement in the following issues of The Graybeards:

Jan/Feb, _____ year
 Mar/Apr, _____ year
 May/Jun, _____ year
 Jul/Aug, _____ year
 Sep/Oct, _____ year
 Nov/Dec, _____ year

Size of Ad:
 Full Page
 2/3 page
 1/2 page
 1/3 page
 1/4 page
 Business Card

Orientation:
 Vertical
 Horizontal

Cost/Issue: _____
 Total Cost: _____

Advertising in The Graybeards must be paid in full for the reserved issue within 30 days of invoice receipt. If the unpaid balance exceeds 60 days, the multiple-issue discount rate will be null and void and the single insertion rate will apply. If unpaid balances exceed 90 days, the account will be turned over to collections. All first time advertisers must pay before the ad is run. If payment is not received by the deadline date for the issue, we reserve the right to delay the ad until the following issue. All regular advertisers will be invoiced bi-monthly.

Please send this form and first payment to: **Treasurer, Korean War Veterans Association, 430 W. Lincoln Ave., Charleston, IL 61920.**

I have read, understand and agree to the payment statement above and the Rates, Terms, and Conditions stated on the reverse side:

SIGNED _____

NAME _____ DATE _____

Send Ad Materials to: **Dr. Gerald Wadley, Finisterre Publishing Inc., 3 Black Skimmer Ct., Beaufort, SC 29907 or email to Finisterre@islc.net**

Design Services Available: If you don't have an ad in high resolution PDF format, we'll be glad to help you. There is a fee based on an hourly rate. Please contact Finisterre Publishing Inc. at Finisterre@islc.net or call 843-521-1896 for details.

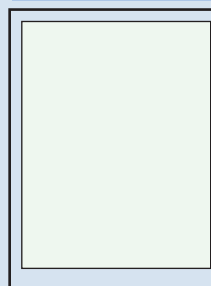
Rates, Terms, and Conditions

1. The Publisher reserves the right to reject or cancel any advertisement(s) at its sole discretion.
2. All advertisements are accepted and produced by the Publisher on the representation that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify any loss, expense or any other liability arising out of publication of such advertisement.
3. The Publisher reserves the right to hold the Advertiser and/or the Advertising Agency jointly and severally liable for such monies as are due and payable to the Publisher.
4. The Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. Art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, line screen, etc.
5. Any advertising agreement subject to cancellation must be accepted and acknowledged in writing by the Publisher in advance of the publication closing date. Cancellations are subject to a loss of monies already paid toward said advertising.
6. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser's responsibility to turn in artwork to the Publisher on the publication closing date for the issue in which the advertisement is to be published.
7. The Publisher reserves the right to alter and/or change any Advertiser's layout, artwork and/or advertisement that does not conform to the Publisher's specifications without notice to the Advertiser. Minor adjustments in ad size may be necessary to fit gutter/column widths.
8. Photographs, mechanicals and other production department operations requested by the Advertiser from the Publisher may be assessed an extra charge. The amount will be based on the cost of the work required to get that item into the form and specification which conform to the Publisher's specification.
9. Although the Publisher will make every effort to print and distribute The Graybeards by the issue date, the Publisher shall not be held liable, and the Advertiser agrees to waive its rights to hold the Publisher liable for failure to distribute any issue of The Graybeards by the issue date.
10. Advertiser agrees that under no circumstance whatsoever, will the Korean War Veterans Association be accountable to the Advertiser for any claim, loss of advertising, loss of business, failure to print and/or publish that would exceed the Advertiser's paid amount.
11. The Advertiser warrants that the use, in or in connection with any item, person, or persons used in or in connection with any item of advertising specified in this Agreement, including the use of any picture, picture reproduction, any endorsement, trade mark or trade name is duly authorized and the Advertiser agrees to hold the Publisher harmless from any and all claims in any manner resulting from use of such in advertising.
12. By executing this Agreement, the Advertiser admits having read all of the foregoing and neither the Publisher nor the Advertiser shall be bound by any agreement or understanding not expressed herein, and that the Advertiser understands and agrees to all of the Terms and Conditions contained in this Agreement.

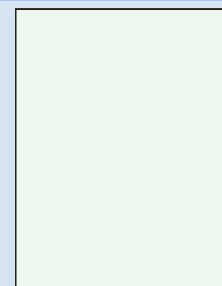
No. Issues	Black/White	4 Color
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1x	\$720	\$1080
3x	435	740
6x	345	610

All ad submissions should be at a minimum of 266 dpi or 133 line screen.



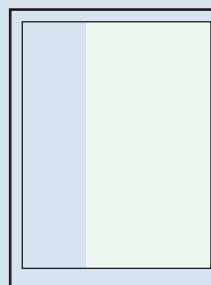
Live: 7 3/8" x 9 5/8"
W x H



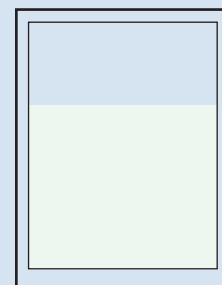
Bleed: 8 3/8" x 10 7/8"
W x H

Full Page

1x	\$580	\$960
3x	400	655
6X	330	515



Vertical: 4 7/8" x 9 5/8"
W x H



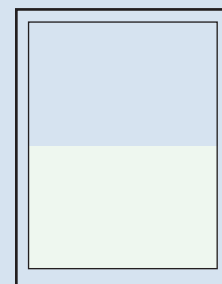
Horizontal: 7 3/8" x 6 3/8"
W x H

2/3 Page

1x	\$475	\$780
3x	355	595
6x	295	475



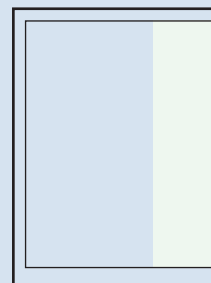
Vertical: 3 5/8" x 9 5/8"
W x H



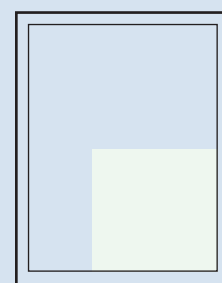
Horizontal: 7 3/8" x 4 3/4"
W x H

1/2 Page

1x	\$415	\$700
3x	295	510
6x	240	405



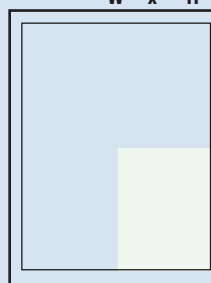
Vertical: 2 3/8" x 9 5/8"
W x H



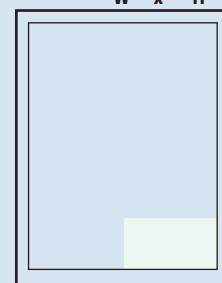
Horizontal: 4 7/8" x 4 3/4"
W x H

1/3 Page

1x	\$345	\$610
3x	270	385
6x	175	320



3 5/8" x 4 3/4"
W x H



2" x 3 5/8"
W x H

1/4 Page

1x	\$160	\$340
3x	140	230
6x	110	180

Card

Special rates apply for Inside Front Cover, Inside Back Cover and Back Cover.
Call Finisterre Publishing Inc. at 843-521-1896 for rates and availability