

# The Suffield Observer



A Watchful Messenger

Advertising Office 860-668-7442  
 P.O. Box 424, Suffield, CT 06078-0424  
 E-mail: Ads@TheSuffieldObserver.com

## ADVERTISING INFORMATION & CONTRACT

Business Name	Contact Person
Billing Street Address	
Billing Town & Zip	
Telephone(s)	E-mail
<b>For what months are you are authorizing the <i>Observer</i> to run your ad?</b>	

**Submission deadline is always the 10<sup>th</sup> of the month.**

**Ad copy should be e-mailed to Ads@TheSuffieldObserver.com**

**Graphics:** High resolution is required and ad files must be PC compatible. The **.pdf format is preferred**; however, others are acceptable (.tif, .jpg, .doc (Word), .pub (Publisher) or .ppt (PowerPoint)).

### Rates & Pricing:

\$9.00 pci (per column-inch) – <b>short-term</b> contract rate (1–4 issues) <b>B &amp; W</b>	\$12.00 pci for Color
\$8.00 pci – <b>long-term</b> contract rate (5 consecutive issues or more) <b>B &amp; W</b>	\$10.00 pci for Color
\$8.00 pci – <b>non-profit</b> rate <b>B &amp; W</b>	\$10.00 pci for Color

x \_\_\_\_\_ **Inches High** (See page 2 for specifics)

= \_\_\_\_\_ **Column-Inches** (Columns multiplied by height)

X \_\_\_\_\_ **Rate pci**

= \$ \_\_\_\_\_ **Subtotal Cost**

\$ \_\_\_\_\_ **Online Cost (10% of subtotal cost or \$10 minimum)**

= \$ \_\_\_\_\_ **Total Cost**

**Prepayment for first ad is mandatory.**  
**The *Observer* will continue running your ad for the months authorized above.**  
**Advertisers are required to provide 30-day written notification to discontinue an ad.**

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

# *The Suffield Observer*

## **Ad Sizes & Layout Services**

Column Widths & Maximum/Minimum Heights				
	# of Columns	Width in inches	Max Height in inches	Min Height in inches
	1 Column	1.88	6.5	2.5
	2 Columns	3.91	6.5	2.0
	3 Columns	5.94	6.5	2.5
	4 Columns	7.97	6.5	2.5
	5 Columns	10.00	7.0	2.5
Column heights may be any half-inch increment between the minimum and the maximum shown above.				
Height maximums are negotiable, depending on space availability.				

### Local Businesses That Can Provide Ad Layout Services

**Tonsha (Mary Ransom) 860-291-9977 (x2)      Mary@tonsha.com**  
**690 Ellington Road, Windsor, CT 06074**

**White Light Video Systems                      860-668-1030**  
**JohnS@wlvs.com**  
**(John Smith)**