

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
For <u>what months</u> are you are authorizing the <i>Observer</i> to run your ad?	

Submission deadline is always the 10th 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) – **short-term** contract rate (1–4 issues) **B & W** **\$13.00 pci** for Color
\$8.00 pci – **long-term** contract rate (5 consecutive issues or more) **B & W** **\$11.00 pci** for Color
\$8.00 pci – **non-profit** rate **B & W** **\$11.00 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)**
_____ **+\$25 New Ad Design**
= \$ _____ **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 _____