

# The Suffield Observer

A Watchful Messenger

Advertising Office 860-668-7442  
P.O. Box 424, Suffield, CT 06078-0424  
E-mail: [Ads@TheSuffieldObserver.com](mailto: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 10<sup>th</sup> of the month.**

**Ad copy should be e-mailed to [Ads@TheSuffieldObserver.com](mailto: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:

\$10.00 pci (per column-inch) – <b>short-term</b> contract rate (1–4 issues) <b>B &amp; W</b>	\$14.00 pci for Color
\$9.00 pci – <b>long-term</b> contract rate (5 consecutive issues or more) <b>B &amp; W</b>	\$12.00 pci for Color
\$9.00 pci – <b>non-profit</b> rate <b>B &amp; W</b>	\$12.00 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 \_\_\_\_\_