



The EDGE Media Group/Western Media LLC
 11154 Huron Street, Suite 104 • Northglenn, CO 80234
 Toll Free: 866.613.0257 • Phone: 303.255.0843 • Fax: 303.255.0844

2009 ADVERTISING INSERTION ORDER

Ad Type(s) (check all that apply): Display Showcase Classified Calendar

Please reserve space in the following issue(s):

- January February March April May June
 July August September October November December

Ad Size: _____ Ad Color: 4-Color B/W

Ad Materials: Pick-up _____ New _____
(name or reference)

Ad Format: Digital _____ Other _____

Please add special instructions in shaded box below: *(See page 2 below for ad terms and mechanical requirements.)*

BUSINESS CONTACT INFORMATION

Company Name: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Type of Business (check one below): _____ EIN#: _____

- Sole proprietorship Partnership Corporation Other

CALENDAR/CLASSIFIED/SHOWCASE ADVERTISEMENTS (CREDIT CARD REQUIRED)

Type of Credit Card (check one): Visa MasterCard American Express PO# (if applicable): _____

Credit Card Number: _____ Exp. Date: _____

AGREEMENT

- This insertion order confirms that I have authorized the purchase of advertising space in the issue(s) indicated above. I understand that this must be signed and returned before the closing date.
- All invoices are to be paid within 30 days of the invoice date.
- I authorize Western Media LLC to process payment against the above credit card if provided.
- Cancellation of all ads/contracts requires a 60-day written notice.

Signature: _____ Date: _____

(To be completed by The EDGE Media Group)

Gross Price: _____

Agency Disc: _____

Net Price: _____

Terms

Effective Rate Date: January 2009 for all advertisements.

Frequency: 12 times per year, 1st of each month.

Commissions and Discounts: Recognized agency commission is 15 percent of gross billing on space, provided the account is paid within 30 days of invoice date. After 30 days, gross billing is due in full. Mechanical preparation charges, show-case ads, calendar ads, classified ads, and inserts are non-commissionable. **(Contracts MUST be signed to receive any discounts and may not be cancelled without a 60-day written notice to the publisher prior to the closing date.)**

Payment Requirements: 30 days net from invoice date. 1.5 percent interest per month on past due accounts. Advertiser is responsible for any delinquent payments by recognized agencies.

Extensions: If an extension date for material is agreed upon and material is not received, the advertiser will be charged for space reserved and the most recent ad of the same size placed by the advertiser will be picked up to fill the space.

Cancellations: All cancellations must be made in writing 60 days prior to the closing date. If an ad is canceled for any reason, the publisher reserves the right to repeat a prior ad at the contracted rate. If an advertiser has not previously run an advertisement, the advertiser will be charged the contracted rate for a non-run ad.

Positions and Changes: *The O&P EDGE* will make every attempt to honor ad position requests but reserves the right to adjust positions should layout or production conflicts arise. Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.

Mechanical Requirements

Digital File Requirements: *The O&P EDGE* is produced in Adobe InDesign; however, files in QuarkXPress, Adobe Illustrator, and Adobe Photoshop are accepted. Include all fonts (both screen and printer fonts) and all linked image files with the source documents. Images must be SWOP (CMYK or gray scale) 300 dpi.

Ad files may be saved as EPS files or exported as high/press-resolution PDF files if all fonts and images are embedded. Instructions for creating PDF files from standard software applications compliant with our printer are available upon request.

Proof: All digital files must be submitted with either a black-and-white or color proof as appropriate. PDF files may also be used as a proof. **(*The O&P EDGE* will not be held responsible for output errors without a proof.)**

Specifications: *The O&P EDGE* is saddle-stitched and printed on 60–80# coated paper stock direct-to-plate on a full-web press with 150-line screen in 4-color. The trim size is 8.25" x 10.875". **Bleeds of .25"** are required by printer. Keep text inside live area (inside trim by .25" on all sides).

Delivery Instructions: Ad files may be mailed on disc or placed on our ftp site:

ftp.westernmediallc.com
user name: advertiser
password: upload

Questions should be directed to the production department at 303.255.0843 or e-mail: marti@opedge.com

Trim size is 8.25" x 10.875"

| Ad Sizes: | No Bleed | Full Bleed |
|---------------------|-----------------|-----------------|
| 2-page spread | 15.5" x 10.375" | 17" x 11.375" |
| Full page | 7.75" x 10.375" | 8.75" x 11.375" |
| 1/2 page horizontal | 7.125" x 5" | |
| 1/2 page vertical | 3.5" x 9.875" | |
| 1/3 page horizontal | 7.125" x 3.25" | |
| 1/3 page vertical | 2.25" x 9.875" | |
| 1/4 page | 3.5" x 5" | |

