

# MERCANTILE GATHERINGS

## Advertising Contract 2010

ContactName: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Address: \_\_\_\_\_ Best Time to Call: \_\_\_\_\_

Select Issue:	Advertising Deadline	Ship Date	In Hand
<input type="checkbox"/> Spring/Sum 2010	February 5, 2010	February 26, 2010	March 5-12, 2010
<input type="checkbox"/> Autumn 2010	May 10, 2010	June 25, 2010	July 2-9, 2010
<input type="checkbox"/> Winter/Holiday 2010	August 9, 2010	September 24, 2010	October 1-8, 2010
<input type="checkbox"/> Spring 2011	November 8, 2010	December 31, 2010	January 7-14, 2011

Select :	(Full Color) We Design	(Full Color) Press Ready	(Black & White) We Design	Plan 4 (B&W) Press Ready
<input type="checkbox"/> Full-page 7 1/4" x 10"	<input type="checkbox"/> \$700	<input type="checkbox"/> \$635	<input type="checkbox"/> \$545	<input type="checkbox"/> \$495
<input type="checkbox"/> 2/3 page <input type="checkbox"/> (3 Column) 7 1/4" x 6 1/2" <input type="checkbox"/> (2 Column) 4 3/4" x 10"	<input type="checkbox"/> \$600	<input type="checkbox"/> \$545	<input type="checkbox"/> \$470	<input type="checkbox"/> \$425
<input type="checkbox"/> 1/2 page <input type="checkbox"/> (3 Column) 7 1/4" x 4 7/8" <input type="checkbox"/> (2 Column) 4 3/4" x 7 1/4"	<input type="checkbox"/> \$490	<input type="checkbox"/> \$445	<input type="checkbox"/> \$380	<input type="checkbox"/> \$340
<input type="checkbox"/> 1/3 page <input type="checkbox"/> (3 Column) 7 1/4" x 3 1/4" <input type="checkbox"/> (2 Column) 4 3/4" x 4 7/8" <input type="checkbox"/> (1 Column) 2 1/4" x 10"	<input type="checkbox"/> \$390	<input type="checkbox"/> \$355	<input type="checkbox"/> \$305	<input type="checkbox"/> \$275
<input type="checkbox"/> 1/4 page <input type="checkbox"/> (3 Column) 7 1/4" x 2 1/2" <input type="checkbox"/> (2 Column) 4 3/4" x 3 5/8" <input type="checkbox"/> (1 Column) 2 1/4" x 7 3/8"	<input type="checkbox"/> \$280	<input type="checkbox"/> \$255	<input type="checkbox"/> \$220	<input type="checkbox"/> \$195
<input type="checkbox"/> 1/6 page <input type="checkbox"/> (2 Column) 4 3/4" x 2 3/8" <input type="checkbox"/> (1 Column) 2 1/4" x 4 7/8"	<input type="checkbox"/> \$180	<input type="checkbox"/> \$165	<input type="checkbox"/> \$145	<input type="checkbox"/> \$125
<input type="checkbox"/> 1 column inch (1 Column) 2 1/4" x 1"	<input type="checkbox"/> \$70	<input type="checkbox"/> \$65	<input type="checkbox"/> \$55	<input type="checkbox"/> \$45
<input type="checkbox"/> Business Directory	<input type="checkbox"/> \$40 for 4 lines (25 words) (1 Year—Published in All Four Issues)			

**Complete this section if we are designing your ad:**

Number of Photos sent\_\_\_\_\_.  On Disk  By Email  35mm print

Item number and brief description of each item (picture) sent.

- Photo 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_  
6. \_\_\_\_\_

Explain any ideas you may have that could help us in designing your ad (example, certain colors or fonts you prefer). \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Complete this section if you are designing your own ad:**

Application Used\_\_\_\_\_  PC  Mac

File Type:\_\_\_\_\_

Number of Supplied Fonts \_\_\_\_\_ Number of Supplied Images \_\_\_\_\_

- Files will be supplied on Disk  
 Files will be supplied by email  Copy Supplied (please supply printed sample)

Comments:\_\_\_\_\_

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**Business Directory—Complete this section:**

If your listing exceeds 25 words add 80 cents each additional word.

Please include the following information in the **Business Directory**:\_\_\_\_\_



## Advertising Terms and Conditions

1. Mercantile Gatherings Magazine reserves the right to decline any advertising for any reason at anytime without liability.
2. All merchandise must be offered on a satisfaction-guaranteed basis, and a full refund must be made if the customer is dissatisfied and returns the product unless specified in ad (example, patterns).
3. The advertiser will fill all orders within 30 days in accordance with mail order regulations. Unless stated otherwise in product description or other arrangements are made with customer.
4. Advertised prices must be maintained for 6 months after publication.
5. The advertiser will be assessed a charge of one-half the cost of their ad in the event of cancellation within 10 days of deadline. After 10 days from the deadline no refund will be made.
6. The advertiser agrees to indemnify Mercantile Gatherings Magazine from and against any and all losses, liabilities, judgments, or expenses out of any and all claims, actions, or suits for infringement of trademark, libel or defamation, unfair competition, violation of any property right/and or invasion of any persons right to privacy, arising out of or resulting from the promotion of any product or web site.
7. Mercantile Gatherings Magazine will not be held responsible if copy contains an error. You will be provided with a proof of your ad for approval before publication.
8. For material production error, Mercantile's liability shall be limited to the cost of the ad and or republication at the option of Mercantile Gatherings Magazine.

**I have read and agree to the terms and conditions presented in this contract.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Thank you very much, we look forward to doing business with you!**

Please place completed contract, payment and all materials in an evenlope and mail to the address below, make checks and money orders payable to Mercantile Gatherings. All materials must be received before we can process your order.

**Mail to: Mercantile Gatherings Magazine  
4500 Willard West Rd.  
Willard, OH 44890**

For more information or questions please call:  
419-935-1321 or 567-224-1127

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**Your Source For Primitive Home Decorating and Do It Yourself Needs**

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**Web address: [www.mercantilegatherings.com](http://www.mercantilegatherings.com)  
Phone: 419-935-1321 or 567-224-1127**

**Email: [mercantile@willard-oh.com](mailto:mercantile@willard-oh.com)  
[twigsprigs@aol.com](mailto:twigsprigs@aol.com)**