

## CONTACT INFORMATION

Business: \_\_\_\_\_  
 Ad Contact: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Cell: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Website: \_\_\_\_\_

## URL LINK

## COST INFORMATION

<b>Production</b>	<b>Production Cost</b>
Materials for production are due 1 week prior to run	Ad Creation Cost _____
• Static ad (jpg): \$40	Number of Ads Produced _____
• Animated gif ad: \$90	Creation Cost _____
	<b>Ad Cost</b>
	Total Number of Weeks: _____
	x \$150/week = \$ _____
	<b>Total Cost \$ _____</b>

## AGREEMENT

Pulse Picks/web cancellations must be made 60 days prior to first scheduled run date. Statements will be mailed out in accordance with the billing plan specified. **TERMS:** Balances are considered past due after 30 days from the billing date. Accounts with past-due balances will be charged an interest rate of 1.5% monthly. Advertisers must notify the Peninsula Pulse of advertisement errors within 15 days of the initial run, after which all claims are void. The Peninsula Pulse reserves the right to cancel this contract for any reason. Cancelled, pre-paid advertising will be held as credit for one year, after which time credit will be void.

\_\_\_\_\_  
 ADVERTISER'S SIGNATURE DATE

\_\_\_\_\_  
 ADVERTISING REPRESENTATIVE DATE

## WEEKS

## PULSE PICKS ADS RUN TUESDAY - MONDAY

WEEK	Date Beginning	WEEK	Date Beginning	WEEK	Date Beginning
<input type="checkbox"/> Week 1	January 3	<input type="checkbox"/> Week 19	May 9	<input type="checkbox"/> Week 37	September 12
<input type="checkbox"/> Week 2	January 10	<input type="checkbox"/> Week 20	May 16	<input type="checkbox"/> Week 38	September 19
<input type="checkbox"/> Week 3	January 17	<input type="checkbox"/> Week 21	May 23	<input type="checkbox"/> Week 39	September 26
<input type="checkbox"/> Week 4	January 24	<input type="checkbox"/> Week 22	May 30	<input type="checkbox"/> Week 40	October 3
<input type="checkbox"/> Week 5	January 31	<input type="checkbox"/> Week 23	June 6	<input type="checkbox"/> Week 41	October 10
<input type="checkbox"/> Week 6	February 7	<input type="checkbox"/> Week 24	June 13	<input type="checkbox"/> Week 42	October 17
<input type="checkbox"/> Week 7	February 14	<input type="checkbox"/> Week 25	June 20	<input type="checkbox"/> Week 43	October 24
<input type="checkbox"/> Week 8	February 21	<input type="checkbox"/> Week 26	June 27	<input type="checkbox"/> Week 44	October 31
<input type="checkbox"/> Week 9	February 28	<input type="checkbox"/> Week 27	July 4	<input type="checkbox"/> Week 45	November 7
<input type="checkbox"/> Week 10	March 7	<input type="checkbox"/> Week 28	July 11	<input type="checkbox"/> Week 46	November 14
<input type="checkbox"/> Week 11	March 14	<input type="checkbox"/> Week 29	July 18	<input type="checkbox"/> Week 47	November 21
<input type="checkbox"/> Week 12	March 21	<input type="checkbox"/> Week 30	July 25	<input type="checkbox"/> Week 48	November 28
<input type="checkbox"/> Week 13	March 28	<input type="checkbox"/> Week 31	August 1	<input type="checkbox"/> Week 49	December 5
<input type="checkbox"/> Week 14	April 4	<input type="checkbox"/> Week 32	August 8	<input type="checkbox"/> Week 50	December 12
<input type="checkbox"/> Week 15	April 11	<input type="checkbox"/> Week 33	August 15	<input type="checkbox"/> Week 51	December 19
<input type="checkbox"/> Week 16	April 18	<input type="checkbox"/> Week 34	August 22	<input type="checkbox"/> Week 52	December 26
<input type="checkbox"/> Week 17	April 25	<input type="checkbox"/> Week 35	August 29		
<input type="checkbox"/> Week 18	May 2	<input type="checkbox"/> Week 36	September 5		

## SIZES

AD  
 300 PIXELS X  
 250 PIXELS

One rectangle (300 pixels x 250 pixels) display ad will appear **every day** in the daily Pulse Picks email.

- Completed advertising materials are due at noon on Thursdays.
- Camera-ready artwork must be provided in JPG format. (Animated artwork in GIF format).
- \$50 fee for changing ad during run

## NOTES

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