

## CONTACT INFORMATION

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

## URL LINK

## COST INFORMATION

**Production**  
 Materials for production are due  
 1 week prior to run

• Static ad (jpg): \$40  
 • Animated gif ad: \$90

**Production Cost**  
 Ad Creation Cost \_\_\_\_\_  
 Number of Ads Produced \_\_\_\_\_  
 Creation Cost \_\_\_\_\_

**Ad Cost**  
 Total Number of Weeks: \_\_\_\_\_  
 x \$175/week = \$ \_\_\_\_\_  
**Total Cost** \$ \_\_\_\_\_

## 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.

## WEEKS

## PULSE PICKS ADS RUN TUESDAY - MONDAY

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

## 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.

- Website ads will turn over on Monday afternoons between noon and 5 pm.
- 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

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

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

