



# the SHAD Connection

## ADVERTISING SPACE CONTRACT

Fillable form, then save, attach and email. Or print and complete manually.

Company Name

Authorized Contact (Type or print)

Address

City

State

Zip

Telephone

Fax

Email Address (so we can send deadline reminders)

### CONTRACT

We will run an ad in **single issue(s)** at the rate in effect on date of signing for this/these issues:

Fall \_\_\_\_\_ (year)  Winter \_\_\_\_\_ (year)  Spring \_\_\_\_\_ (year)  Summer \_\_\_\_\_ (year)

### CONTRACT DISCOUNT

If you commit to run an ad in four (4) consecutive quarterly issues, you receive a 10% discount.

We will run an ad in **four (4) consecutive quarterly issues** at the rate in effect on date of signing.

Start Fall \_\_\_\_\_ (year) through Summer of the following year

Start Winter \_\_\_\_\_ (year) through Fall of the following year

Start Spring \_\_\_\_\_ (year) through Winter of the following year

Start Summer \_\_\_\_\_ (year) through Spring of the following year

### AND

Please use the same ad in each issue.

We will provide a different ad for each issue. If a new ad is not received by the deadline, the previous ad will run.

Authorizing Signature

Date

**Submit contract to:** *The SHAD Connection* at the address below, fax to 216.421.2200 or email to [info@shad.org](mailto:info@shad.org). Questions? Call 216.421.2100.

**Terms: Payment due on receipt.** Please return the signed contract and keep a copy for your records. If you are a first-time advertiser, we require payment for the first insertion at the time of placement. Please make your check payable to: Shaker Square Area Development Corp. and send it with your contract. All other advertisers are billed as soon as the paper is distributed. Payments received after 30 days from date of invoice are subject to a \$2 re-billing fee, plus 1.5% interest monthly (18% annual). We regret we cannot accept advertising if previous invoices are unpaid. Advertisers who are late paying four times will be required to pay in advance.

Because *The SHAD Connection* is a non-profit organization and public service in nature, we reserve the right to refuse any advertising and cannot endorse any political party or candidate.

**Thank you** for your business and for supporting *The SHAD Connection*.

11811 Shaker Boulevard • Suite 106 • Cleveland, OH 44120-1927 • phone (216) 421-2100 • fax (216) 421-2200 • email: [info@shad.org](mailto:info@shad.org) • [www.shad.org](http://www.shad.org)



## the SHAD Connection

### About The SHAD Connection

The SHAD Connection is an award-winning tabloid-sized newspaper published four times a year. It provides information for the people who live, work, shop and serve Shaker Square, Larchmere and the adjacent communities. Especially pertinent are Shaker Square neighborhoods that include the Apartment Corridor, Boulevard, Larchmere, Ludlow and CHALK.

### Circulation

Shaker Square Area Development Corporation distributes 7,500 copies of each issue to newsstands in the areas it serves and surrounding areas. The SHAD Connection is mailed first-class to dues-paying members and also is distributed at special events. Current and past issues are also available online at [shad.org](http://shad.org).

### Special Page Position Request Rates for Ads

If you request that your ad be placed on a specific page, 5 percent will be added to the standard rate. (We do not place ads on the front page.)

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### Advertising Production Guidelines

Please provide high-quality digital artwork.

If you do not have a designer to create your ad, The SHAD Connection will design and produce an ad for you for fees of \$30/\$60/\$90, depending on the size and complexity of the ad. Larger ads will be quoted separately. You should provide any original photos or logos to recreate an existing ad or to rebuild a business card to our ad sizes. Please do not submit scanned, previously printed materials. Please check that ad sizes match our column and depth sizes on the next page.

**Any problem which requires a change to be press-ready will be fixed and billed according to the time it takes to repair or recreate them with \$15 as the minimum charge.**

#### File types

- We accept high-quality PDFs or high-res jpg or tif files.
- We do not accept .doc/docx, .ppt or .xlcx documents (Microsoft Word, PowerPoint, or Excel.)

#### Use of black and white or color and photo images

- Black and white ads must be 100% black, not RGB.
- Color ads must be cmyk; convert any RGB or spot PMS colors to cmyk.
- Screens/tints must be between 10 and 40 percent. Color builds should not exceed 240 percent.
- Type smaller than 12 pt must be solid black, cyan or magenta. Do not use type smaller than 9 point. Embed fonts.
- Photos must be a minimum of 200 dpi at 100 percent.

#### File Name

- Please name the file with company name or initials, followed by the issue(s) it is to appear.

For example:  
XYZ company\_Fall(year).

Or if the same ad is to run more than once:  
XYZ company\_Fall (year)x4.

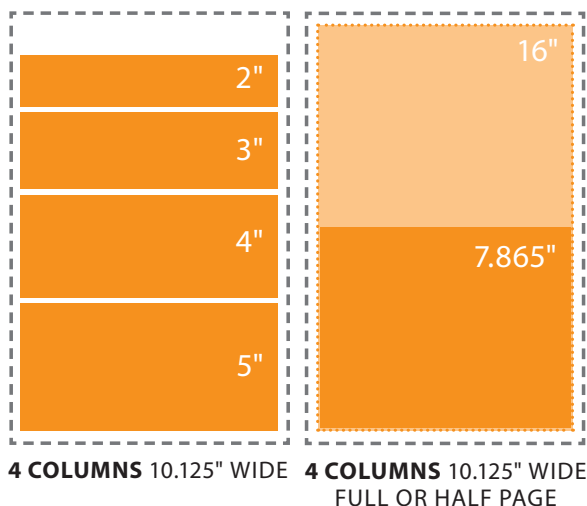
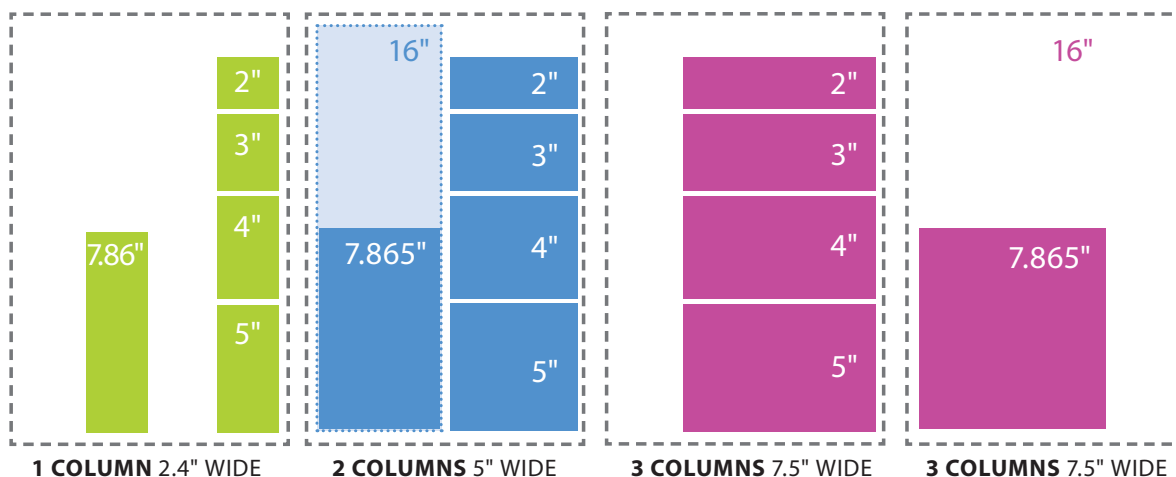
To place an ad or if you have production questions, please contact us at [info@shad.org](mailto:info@shad.org) or at the SHAD office, 216-421-2100.

## 2016-2017 Advertising Rates and Display Ad Sizes

|                                | 1 COLUMN<br>2.4" WIDE |       | 2 COLUMNS<br>5.0" WIDE |       | 3 COLUMNS<br>7.5" WIDE |       | 4 COLUMNS<br>10.125" WIDE |         |
|--------------------------------|-----------------------|-------|------------------------|-------|------------------------|-------|---------------------------|---------|
| ▼ HIGH                         | B&W                   | COLOR | B&W                    | COLOR | B&W                    | COLOR | B&W                       | COLOR   |
| 2"                             | \$35                  | \$77  | \$67                   | \$131 | \$105                  | \$167 | \$371                     | \$499   |
| 3"                             | \$51                  | \$94  | \$99                   | \$159 | \$147                  | \$192 | \$403                     | \$515   |
| 4"                             | \$67                  | \$111 | \$131                  | \$171 | \$198                  | \$238 | \$435                     | \$531   |
| 5"                             | \$83                  | \$128 | \$163                  | \$223 | \$243                  | \$308 | \$467                     | \$547   |
| 7.865"                         | \$131                 | \$179 | \$251                  | \$351 | \$353                  | \$427 | \$499                     | \$599   |
| 16"                            | —                     | —     | \$381                  | \$501 | —                      | —     | \$896                     | \$1,066 |
| Page Position Request          | +5%                   | +5%   | +5%                    | +5%   | +5%                    | +5%   | +5%                       | +5%     |
| Contract discount for 4 issues | -10%                  | -10%  | -10%                   | -10%  | -10%                   | -10%  | -10%                      | -10%    |

### AD SIZES

COLUMN WIDTH × HEIGHTS SHOWN



### Ad Submission Deadlines 2016-2017

|                    |   |
|--------------------|---|
| <b>FALL 2016</b>   | <b>Monday, June 27, 2016</b><br>(covers Sept/Oct/Nov)                             |
| <b>WINTER 2016</b> | <b>Monday September 19, 2016</b><br>(covers Thanksgiving weekend/<br>Dec/Jan/Feb) |
| <b>SPRING 2017</b> | <b>APARTMENT HUNTERS GUIDE</b><br><b>Monday December 5, 2016</b>                  |
| <b>SPRING 2017</b> | <b>Monday December 5, 2016</b><br>(covers Mar/Apr/May)                            |
| <b>SUMMER 2017</b> | <b>Monday, March 27, 2017</b><br>(covers June/July/Aug)                           |



the SHAD Connection

## MERCHANT DISCOUNT INFORMATION SHEET

Fillable form, then save, attach and email. Or print and complete manually.

Name of Business

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Telephone

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Address

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Discount Description (20 word limit, please)

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Authorized by (Please print)

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Signature

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Title

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Date

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Note: SHAD will publicize your participation on [shad.org](http://shad.org) and send a complete list of participating merchants to every new and renewing SHAD member until you change or withdraw it. Please make sure all management changes in personnel are aware of your participation in the discount program. You may complete this form on your computer, save it and email it to [info@shad.org](mailto:info@shad.org). Alternately, you may print and fill in this form and mail or fax it to the address below.