



the SHAD Connection

ADVERTISING SPACE CONTRACT

Fillable form. Fill, save, attach to email to info@shad.org.
Or print and complete manually and mail to:
The SHAD Connection, 11811 Shaker Boulevard Suite 106
Cleveland, OH 44120-1927
Or fax to 216.421.2100

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

AD SIZE AND ARTWORK

Ad size _____

- 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 216.421.2100 or email to info@shad.org. If you have questions, please 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 2% interest monthly. We regret we cannot accept advertising if previous invoices are unpaid. Advertisers who are late paying two 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*.



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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 extensive surrounding areas. Our distribution area includes Shaker Boulevard, east and west of Shaker Square, Fairhill Road, Fairmount Boulevard, Lee Road, Cedar-Fairmount, Shaker Heights Schools, Coventry, Little Italy and Buckeye, among others. The SHAD Connection is mailed to dues-paying members and also is distributed at special events. Current and past issues are also available online at shad.org.

Special Page Position Request Rates for Ads

We will do our best to honor your request. We do not place ads on the front page. Back page preference is given to the largest ad space reserved (full, half and quarter pages unless filler is needed.)

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Summary of Discounts and Up-charges

Discounts: 10% for ads in four consecutive issues

Late payments: + 2% /mo. + \$2 re-billing fee

Advertising Production Guidelines

Please provide high-quality digital artwork.

File types

Please verify that ad sizes match our column and depth sizes on the rate page.

- **We accept high-quality PDFs or high-res JPGs.**
- We do not accept .doc/docx, .ppt or .xlsx documents (Microsoft Word, PowerPoint, or Excel), Publisher or any others.
- Black and white ads must be 100% black or grayscale, not RGB.
- **Color ads must be CMYK, not RGB or spot PMS colors.**
- Screens/tints must be between 10 and 40 percent. Color builds should not exceed 240 percent.
- Photos must be a minimum of 300 dpi at 100 percent. All photos must be CMYK.

Size of type

- Type smaller than 12 pt must be solid black, cyan or magenta. Do not use type smaller than 9 point. Embed or outline fonts.

Any problem which requires a change to be press-ready will be fixed and billed according to the time it takes to repair the ad. \$25 is the minimum charge.

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 \$55/\$85/\$125 and up, depending on the size and complexity of the ad. Large ads will be quoted separately.

To avoid confusion, please name the file with *your company's* name or initials, followed by the date of the issue(s) it is to appear. For example: BalatonRestaurant_Spring2021.

To place an ad or if you have production questions, please contact us at info@shad.org or at the SHAD office, 216.421.2100.



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MERCHANT DISCOUNT INFORMATION SHEET

Fillable form, then save, attach and email to info@shad.org. Or print and complete manually.

Name of Business

Telephone

Address

Discount Description (20 word limit, please)

Authorized by (Please print)

Signature

Title

Date

Note: SHAD will publicize your participation on 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. Alternately, you may print and fill in this form and mail or fax it to the address below.

1 col wide (2.43") x 2.43" B&W \$ 55 Color \$102	2 col wide (5") x 2.43" B&W \$ 87 Color \$156	1 col x 2" B&W \$ 50 Color \$100
1 col x 3" B&W \$ 71 Color \$119	2 col x 3" B&W \$119 Color \$184	
1 col x 4" B&W \$ 87 Color \$136	2 col x 4" B&W \$151 Color \$196	
1 col x 5.0" B&W \$103 Color \$153	2 col x 5.0" B&W \$183 Color \$248	Some existing sizes that have been discontinued will be quoted as needed.

Full page
4 col wide (10.125") x 16"
 B&W \$ 916
 Color \$1,091

Quarter page
2 col wide (5") x 7.55"
 B&W \$271
 Color \$376

Apartment Hunters Guide
 First listing \$ 80
 Additional listings \$ 40

Grandfathered/Discontinued
Quarter page
2 col (5") wide x 7.865"

Half Page
4 col wide (10.125") x 7.55"
 B&W \$519
 Color \$624

Grandfathered/discontinued
Half Page
4 col x 7.865"
OLD SIZE

Discounts

Contract discount for 4 issues - 10%
 Late payment \$2 re-billing + 2%/mo.

Column widths

1 col wide = 2.43"
 2 col wide = 5.00"
 4 col wide = 10.125"

Ad Submission Deadlines 2021

SPRING 2021 AHG SPACE RESERVED BY MON DEC 20, 2020
 (for Mar/Apr/May) **AHG ADS/LISTING DUE: Thur, Jan 14, 2021**
 SPACE RESERVED BY MON DEC 27, 2020
ADS DUE: Wed, Jan 19, 2021

SUMMER 2021 SPACE RESERVED BY MON MAR 29, 2021
 (for June/July/Aug) **ADS DUE: Friday, April 23, 2021**

FALL 2021 SPACE RESERVED BY MON JUNE 28, 2021
 (for Sept/Oct/Nov) **ADS DUE: Friday, July 23, 2021**

WINTER 2021 SPACE RESERVED BY MON SEPT 27, 2021
 (for Dec/Jan/Feb) **ADS DUE: Friday, October 22, 2021**