

**MISSISSIPPI RECREATION & PARK ASSOCIATION
NEWSLETTER ADVERTISING AGREEMENT**

Space is not officially reserved without this completed and signed contract. Payment AND Contract must be received no later than 30 days prior to insertion date.

Advertiser (Company Name):

Advertising Agency

Contact Title

Contact Title

Address

Address

City State Zip

City State Zip

Daytime Phone

Daytime Phone

E-Mail

E-Mail

Please accept the advertising contract for space in the MRPA monthly Newsletter according to the following specifications:

Issue(s) of Insertion:

- January 2010
- February 2010
- March 2010
- April 2010
- May 2010
- June 2010

- July 2010
- August 2010
- September 2010
- October 2010
- November 2009
- December 2009

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- Space:** Full 1/4 Vertical/Horizontal **Color:** Black & White
 1/2 Island/Horizontal 1/8th Page Color Color with link on aboutmrpa.org
 Business Card Listin **Special Placement:** _____
 Front/Back Insert Folded Insert

Special Instructions: Agency will e-mail any special instructions to membership@aboutmrpa.org on an issue by issue basis.

Cost Per Insertion (see rate card):

\$ _____ Space
\$ x _____ Number of Insertions
\$ _____ **TOTAL ANNUAL COST**

Enclosed is my check for \$ _____. MRPA does not accept credit cards at this time.

I agree to follow all advertising conditions listed in this agreement and on the attached the rate card.

Authorized Signature

Date

**Return to: MISSISSIPPI RECREATION & PARK ASSOCIATION
PO Box 16451, Hattiesburg, MS 39404
601.582.3361, FAX 601.582.3354
E-Mail: membership@aboutmrpa.org**

MISSISSIPPI RECREATION & PARK ASSOCIATION ADVERTISING CONDITIONS

(please keep for your records)

AVAILABILITY

- All advertising is booked on a first-come, first-served basis. There is no guarantee of space availability even if contract is received prior to the contract and payment closing date.

PAYMENT

- All ads are non-commissionable. Rates listed in the rate card are net.
- All advertising space must be paid for in advance of publication. Payment is due 30 days prior to the date of insertion. Advertising not paid for in advance will not be run.

CLOSING DATES AND INSERTIONS

- Advertising space is limited and is available on a first-come, first-served basis. **No space reservations will be accepted without the MRPA's completed and signed advertising contract.** This contract may be accompanied, but not replaced, by a standard insertion order.
- **Payment in full must be received 30 days prior to the date of issue** (i.e. May 1 for June issue).
- Camera-ready artwork must follow within 15 days of the space closing date (i.e. May 15 for June issue).
- Contracts reserving space must arrive by the space closing date listed on the rate card or advertising will not be published for that issue.
- Previous ads will be repeated if new artwork is not received by the closing date listed on the rate card. If not previous insertion, client forfeits cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.
- Advertisers under the contract will be rate-protected as per the terms of the contract.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with the publisher's stated policy will be binding on the publisher.
- The Mississippi Recreation & Park Association reserves the right to reject any advertising. Upon approval by MRPA, all approved advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the Mississippi Recreation & Park Association harmless from all claims, damages and expenses rising out of any advertising accepted.

CANCELLATIONS

- No cancellations or changes in contracts reserving space will be accepted after the payment closing date listed on the rate card. Cancellations or changes must be received in writing by the payment closing date. Any advertiser canceling after this deadline must forfeit the cost of the space.
- Advertisers who fail to comply with frequency contracts will incur a short rate.

PROOF OF PUBLICATION

- MRPA does not provide tear sheets. Mississippi Recreation & Park Association members who advertise in the Newsletter are responsible for proof of publication to their agencies.

**2007-2008 RATE CARD FOR
MISSISSIPPI RECREATION & PARK ASSOCIATION NEWSLETTER**

(please keep for your records)

Advertising Rates

Space	Black & White	Color	Color + Web
SPACE AVAILABLE			
Full Page.....	\$150.00 (inside pages).....	\$250.00 per issue.....	\$300.00 per issue
1/2 Page.....	\$100.00 (inside pages).....	\$200.00 per issue.....	\$250.00 per issue
1/4 Page.....	\$ 75.00 (inside pages).....	\$175 per issue.....	\$200.00 per issue
1/8 Page.....	\$ 50.00 (inside pages).....	\$ 75.00 per issue.....	\$100.00 per issue
Front/Back Insert.....	Copies provided by Advertiser.....		\$150.00 per issue
Folded Insert.....	Copies provided by Advertiser.....		\$275.00 per issue
Business Card	\$450.00 (back page only).....	\$750.00 (12 issues).....	\$900.00 (12 issues)

(*) Add \$100 to above rates, if after deadline.

Net Rates

All ads are non-commissionable. Rates listed are net.

after publication only upon request.

Availability

Advertising space is available and publication is determined on a case by case basis by the Editorial. The Board reserves the sole right to accept or reject any submitted advertising copy.

Payment

All advertising space must be paid for in advance of publication (i.e. June 1 for June Issue) .

Contact

For more information about reserving your advertising space, contact:

MISSISSIPPI RECREATION & PARK ASSOCIATION
PO Box 16451, Hattiesburg, MS 39404
601.582.3361, FAX 601.582.3354
E-Mail: membership@aboutmrpa.org

Contract/Payment Deadline

A signed contract and payment in full must be received no later than the first of the month preceding the placement issue.

Copy Deadline

Camera-ready copy must be received by the fifteenth of the month preceding the ad placement. When new materials are not received by the closing date, publisher will repeat latest ad of similar size. If no previous insertion, advertiser forfeits cost of space not used and the unused space will be allocated at the discretion of MRPA.

Mechanical Specifications

MRPA prints a single 11" X 17" legal sheet once monthly which is folded twice so that the back page is visible during the mailing process.

Front/Back Insert 8.5"X11"

Folded Insert 11"X17"

Full Page ≤ 7.25" X 10.625"

1/2 Page Vertical 3.208" x 9.5"

1/2 Page Horizontal 6.75" x 4.75"

1/4 Page Vertical 3.208" x 4.75"

1/4 Page Horizontal 3.208" x 4.75"

1/8 Page 2" X 2"

Business Card Listing: 3" X 2.5"

Preferred Format: JPEG

Reproduction Materials: Will be returned

Deadlines Issue	Contract & Payment Closing	Material Closing
January	Dec 1	Dec 15th
February	Jan 1	January 15th
March	Feb 1	Feb 15th
April	March 1	March 15 th
June	April 1	April 15th
July	June 1	June 15th
August	July 1	July 15
September	August 1	August 15th
October	September 1	September 15th
November	October 1	October 15th
December	November 1	November 15th