

# OurTownSarasota.com

Sarasota - Bradenton - Venice



www.Our Town Sarasota.com (941) 587-4350 Advertising Insertion Order

Advertiser: Corporate Name FL: \_\_\_\_\_ DBA \_\_\_\_\_

Principals: \_\_\_\_\_

### Advertising:

1. OurTownSarasota Display ad: Size: \_\_\_\_\_ x \_\_\_\_\_ Pixels approximately.

12 Month: Start date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Cost: per month: \_\_\_\_\_

2. Facebook Broadcast/Sponsorship Our Town Sarasota FB page.: Category \_\_\_\_\_ Cost: per month: \_\_\_\_\_

12 month Start Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ number of months \_\_\_\_\_ Frequency \_\_\_\_\_

3. OurTownSarasota.com : Other services \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Start Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

number of months \_\_\_\_\_ Cost per month: \_\_\_\_\_

Services per month \$ \_\_\_\_\_ Bonus Package Value \$ \_\_\_\_\_

Plus web/camera ready/photography, video, Copyrighting, etc.

Online/web camera ready or changes: # ads \_\_\_\_\_ X's add prep per ad \_\_\_\_\_ = \_\_\_\_\_

Standard ad: / -Camera Ready changes \$!50+. \$75 minimum charge for customer ad changes.

Video production Charge @ \$250 hour/minimum, per taping, editing and posting. Photography @ \$250 hour one hour minimum.

**Placement/location and size of all advertising ads shall be at the discretion of the publisher of Our Town Sarasota, OTS, (/ publisher or agents), for OurTownSarasota.com, OurTown Sarasota Facebook and OurTownMatch.com. OurTownSarasota/OurTownFacebook/OurTownMatch/ may assign it's contracts, rights and license at it's own discretion. Advertising rates are for broadcast of ad not original copywriting or video scripting for ads, articles, etc. Advertiser shall be responsible to OTS or it's agents for all web ready,camera ready costs, including photography, consulting, marketing, public relations, copy writing, of display/video and Advertorial copy costs. Web/Camera ready denotes that the ad is supplied by advertiser to publisher in a format agreeable to publisher and if changes have to be made to accomodate publishing in OurTownSarasota/FB or OurTownMatch.com they will be billed to advertiser.. All advertising shall be for a 12 month period unless stated herin otherwise. Services provided by publisher that are not included in this agreement will be billed at the publishers prevailing rates. Rates are based on a monthly time period and begin on the contract start date which may not correspond with the calendar month. Publisher reserves the right to pro-rate the billing of the first month or bill out one month in full using the start date as the 30 day time frame. Publisher shall have the right to amend the size of any advertising to conform with publication specifications or conformity. Pixel ad sizes are approximate and may run smaller or larger on actual online version. Advertiser states that all material contained in their display ads and, Advertorial is not copyrighted by any other party and advertiser accepts responsibility for publishing any and all material, and will indemnify, defend and hold harmless Our Town Sarasota, its employees, and or agents, against any claims. Advertiser is responsible for proofing all ads and Advertorial prior to publication. **Payment** for all advertising, web ready, camera ready, video, etc Advertorial, services and or copy writing shall be due at the beginning of the monthly publishing ad cycle. Advertiser shall notify publisher within two days of first publication date of any errors in writing. If any discounts are applied and advertiser fails to meet the terms of this agreement or to pay within ten days of publication cycle or demand thereof or fails to meet the obligations of this contract, said rates shall revert to the current open rates and all chargeable and no charge advertising and camera ready services shall be due and payable immediately for the entire amount of this contract at the open/regular prevailing rates. Our Town Sarasota may assign this contract to a third party. Online bandwidth advertising amounts are subject to quotas, excess will be billed additionally. Any bandwidth over 10KB per ad will be billed additional. All online ad rates are for static non-animated non-flash ads. Animated or flash ads will be billed at an additional rate. Any comp non-paid advertising may be withdrawn at any time by publisher and will be billed as cash payment due if advertiser does not meet the terms of this agreement. Publisher has the right to sue for less than the owed amount. Advertiser agrees to keep the terms of this contract and any OTS information confidential. Any publisher errors shall be reimbursable to the advertiser by republishing the amount of error space with a space equal to the amount of the error and publishing said amount of space at no additional charge to the advertiser. In no event shall the Publisher's liability be greater then the cost of the ad. Our Town Sarasota, Publisher or agents shall not be responsible for any acts of God or circumstances not under their control. This agreement shall renew automatically, at the prevailing rates unless canceled in writing by the advertiser at least 30 days prior to the end of the contract period., Publisher shall not be responsible for continuing any complimentary, barter/ no charge advertising during the term of this agreement. If advertiser sells/mergers their business this agreement shall carry over to the new owners and publisher is to be notified in writing at least 60 days prior to sale/merger or closing. If the advertiser closes their business then the full amount is due and payable immediately prior to closure. In the event any part of this agreement shall not be upheld in a court of law the remainder of the agreement shall remain in full force. Advertiser and employees/principals agree that he/she will be personally and corporately responsible for any monies due. Late fees will accrue at the rate of 1.5% per month. Insufficient check charges are \$150 per check. Advertiser agrees to reimburse Publisher for any and all costs associated with collecting any monies due the Publisher, including but not limited to, attorney fees, court costs, current late fees and publishers time at the rate of \$150 per hour. Advertiser agrees that in the case of court proceedings, the venue shall be in, Sarasota County, Florida. Advertiser has received a copy of this agreement either in person or by email notice and agrees to abide by its terms. Whereas Our Town Sarasota shall mean, OTS or its assigned agent or company, No other terms are a part of this agreement whether verbal or otherwise. Contract advertising rates/agreement may be withdrawn prior to publisher sign off. Only publisher shall have the right to amend or sign off on this agreement.for OTS. Advertiser agrees to place an www.Our Town Sarasota.com link on advertisers web site as long as this agreement shall be in place. Rates quoted here are local rates for small advertisers, larger corporate advertisers will be subject to the National rates. Advertiser is reponsible for making sure their ad link is active and correct. Ads appear a different size depending on your computer and your browser. This terms of this agreement shall be part of all email and verbal insertion orders to client and is available on our web site for client review. A confirmation email or verbal from client shall serve as acceptance of all terms stated in the email and terms herin contained.**

Accepted by Advertiser Print Name: \_\_\_\_\_

Sign: X \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Corporate Address: \_\_\_\_\_ Zip code \_\_\_\_\_

Billing Address:Attn: \_\_\_\_\_ Deposit/ Payment Received \$ \_\_\_\_\_ check

Client Email: \_\_\_\_\_

X \_\_\_\_\_ Accepted by Publisher

Michael Penn  
Our Town Sarasota (941) 587-4350  
publisher@ourtownsarasota.com

Submitted by: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_