



Display Advertising Contract

Date: _____ Date Rec. at RFBC: _____ (Signed / Dated By Advertiser) First Issue: _____

Company: _____

Tele #: _____ Fax #: _____

Internet WWW Site: _____

Contact: _____ Title: _____

Tele # (Direct): _____ email: _____

Address (Billing): _____

City: _____ St: _____ Zip: _____

Attn (Payables Person): _____ Title: _____

Tele # (Direct): _____ email: _____

Insertion Order

Size	Amount	Frequency	Gross	Discount	Production	Total Cost
_____	\$ _____	_____	\$ _____	\$ _____	\$ _____	\$ _____

Special Instructions



_____ I have read and understand the General Guidelines on pages 2 - 4

All advertisement is subject to review and acceptance by UPDATE Magazine. All ads must be pre-paid in full unless prior arrangements are made. UPDATE is not responsible for illegal, false, errors, omissions, or dated material. Checks made payable to UPDATE Magazine (no credit cards).

I have read and accept the above:

_____	_____	_____	_____
Advertiser Representative	Date	<u>UPDATE</u> Representative	Date

Title: _____ UPDATE Approved by: _____



Display Advertising Contract

General Guidelines

Title / Ownership

Recycle for Breast Cancer UPDATE (herein referred to as **UPDATE**) is a publication from **Recycle for Hope**, a California non-profit company with all rights reserved. No copying permitted without the written approval of the **UPDATE** editor with said approval not unreasonably withheld when **UPDATE** is given credit for the source.

Mission Statement

Recycle for Breast Cancer was established to play a role in the eradication of environmental breast cancer. **Recycle for Breast Cancer UPDATE** is to bring

Awareness ... Education ... Connectivity ... Action

to this cause on a community level.

AWARENESS

Before we can become responsible we need to be aware of the issues and their value to society. A percentage of the content of each **UPDATE** issue will simply have introductions to areas that you may or may not have known about, or have been fully aware of all of the benefits.

EDUCATION

Working for a cleaner and healthier environment has many facets and can be overwhelming in the total. Each issue of **UPDATE** will touch on many subjects. If each of you grab just one or two subjects to learn about we will all be on our way to a better world.

CONNECTIVITY

Once a subject has attracted your attention and you have learned enough about it to want to take your own action **UPDATE** is a place to find sources for taking part.

ACTION

Finally, each issue of **UPDATE** offers motivation to take part. It is one level of commitment to learn and offer support of money or other forms of donation but nothing is more important than some level of action; taking part.

Content

The goal of each **UPDATE** is to bring timely and informative news and information to its readers for engagement into the environmental breast cancer movement. Additionally, subject matter that speaks to various "doing the right thing" may speak to green, sustainable, eco, etc. issues as well.

UPDATE welcomes the submission of material from virtually ANY source, professional or seasoned writer or with NO experience, where the writer has something timely and informative to offer so long as the material is relevant to the **Recycle for Breast Cancer** mission statement. **UPDATE** reserves the right to refuse or not accept any submission and for any reason. All proposed articles should be submitted in a Microsoft Word format with the understanding and approval that the editor (s) of **UPDATE** also reserve the right to edit said submission; understanding that any editing by the **UPDATE** editor (s) will not affect the subject matter in its message or theme but only for spelling or grammar errors (if any) and, if needed, to enable the submission to fit within the **UPDATE** sizing or format on an issue by issue basis.

Unused or unacceptable submission, including any photos or graphics, will not be returned unless they come in with an envelope (SASE).

Photos MUST be a minimum of 300 DPI to be used. The use of any photo or graphic is subject to the editor (s) opinion of value and relevance to the article and to the **Recycle for Breast Cancer** mission statement.

Payment for the use / publishing of any submission is currently not available but as **UPDATE** evolves this is subject to change and queries in advance of any submission is highly recommended for both a currently desired topic and / or current payment changes.

Submissions that are published become the property of **Recycle for Breast Cancer** or its parent company, **Recycle for Hope** which ultimately owns all copyrighted material.

Word Counts of 240 for quarter page, 450 for half page and 700 for full page are approximate and subject to the number of photos and / or graphics and slight adjustment and editing by editor as noted herein.

Community based articles and photos will receive priority consideration / treatment and placement.

Photos are extremely important to all readers as a photo enhances reality to an article. Photos of the individual (s) within an article are the most important.

Reader Demographics

UPDATE is primarily direct-mailed to those that have utilized the recycling services of **Recycle for Breast Cancer**. An unverified number of **UPDATE** copies are handed out to recyclers not already in **Recycle for Breast Cancer**'s database upon using the services of **Recycle for Breast Cancer** or at various locations within the community.

Sponsors

UPDATE, as with most periodicals, relies on the support or "sponsorship" which in the case of the **UPDATE** are from a variety of sources.

- Those who share the commitment to the movement to eradicate environmental breast cancer
- Those who know the overall value in the reduction of e-waste in our environment in general and for other cancer / health issues
- Those who know the immediate value that recycling has in improving our landfills
- Those who have companies that speak to sustainability / green / eco and "doing the right thing" as a mantra
- Those that have a mission of their own (Red Cross and PGE as examples) and want their "brand" in front of the **UPDATE** reader due to common readership values



Guidelines Continued

Advertorial Spots

The concept of advertorial advertising gives the advertiser the option to utilize space in a narrative or content oriented layout, thus giving the room to detail the advertisers products and / or services, or any other content felt to best draw the reader to the advertiser's brand. Advertorials are available in 1/4, 1/2 and full-page sized spots.

Word counts: About the same as listed under Content on the prior page.

Artwork

Camera-Ready Art is to be in the final copy to be used. Said copy to be in a .pdf format unless pre-approved by the editor, at least 2-weeks prior to the closing date. NO adjustments, corrections, or ANY work needs to be done - or will be done, to the ad copy once received by UPDATE without prior WRITTEN approval by the editor and all files are compatible with UPDATE software.

UPDATE will design the advertiser's ad for \$ 125.00 per hour or \$35.00 per 15-minutes if less than 1-hour.

Photos are to be a minimum of 300 DPI and either within a .pdf file or, if stand-alone, in a PC .tiff format; .jpg formatted acceptable upon written approval by the editor.

All issues are in color. Black and White may be used occasionally for affect. Please keep your copy with a minimum of a 1/4" margin - NO bleeds without prior written approval by the editor.

Proofing is done via email unless otherwise approved in writing by the editor. No proofing of bold listings. There will be no cost for any changes that are required due to the publishers work but all art files are subject to a charge for any changes or corrections that are client based.

Frequency Details

Issue #1 - May of 2010 is the inaugural issue and being sent out to 1,000 customers to "shake-out" the process. Each issue will see a gradual increase in page count and quantity until reaching its target of 32-pages - 12,000 with 10-issues annually.

Closing Dates

It is the intent of each issue to be mailed 2-weeks before the posted month and thus the closing date / deadline for all materials to be to the editor 60-days prior to the posted month; i.e. the August issue has a closing date of June 1st. This will allow for formatting, proofing and any delays in the printing / mailing schedule. UPDATE will do its best to meet all schedules but has no liability (s) for any delays or the missing of any planned schedules.

Terms of Contract

Advertiser acknowledges upon signing this contract that he / she has read this contract and has not relied on any promise, statement or representation other than as contained herein and hereby acknowledges a receipt of this contract.

Broken contracts require a \$100.00 cancellation fee plus 25% of the remaining contract balance will be imposed. Cancellations must be received 30-days in advance of the next issue deadline. Should this become a collection problem, the advertiser assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

All returned checks are subject to a \$25.00 fee.

Advertiser acknowledges he / she has provided or will provide artwork. A courtesy proof of ad will be sent with its return having no bearing on validation of contract. Courtesy proofs shall be presented in color format. All advertisements appearing in the publication are printed in full color. If advertiser has contracted with UPDATE to build their advertisement UPDATE will provide advertiser with a proof copy for the advertisers approval with said approval to be within a reasonable period of time to meet the respective issues closing date.

FORCE MAJUERE: Publisher shall not be liable for failure to publish if failure is caused by labor disputes, strikes, war, fir, flood, accident, paper, or other material shortages; or any act of God. In such case Publisher may extend the time for completion of Agreement or credit a pro rata amount to advertiser in its discretion.

This contract shall be governed by and construed in accordance with the internal laws of the State of California. Each of the parties submits to the exclusive jurisdiction of any state or federal court sitting in the City of San Ramon, County of Contra Costa, California, or as close as possible, in any action or proceeding. Each party also agrees not to bring any action or proceeding in any other court. Each of the parties waives any defense if inconvenient forum. In the event of the commencement of legal proceedings the prevailing party shall be entitled to recover its reasonable attorneys' fees costs and expenses incurred in connection with those proceedings.

All spot sizing are subject to slight size adjustments.

UPDATE publisher and / or editor reserves the right to reject unreadable, unusable or damaged files and / or media as well as ads in poor taste or otherwise felt to not be in keeping with the theme of the publication, without approval by advertiser.

While advertising spots - including advertorials, are based on the client's brand and message, and even supplied art, the finished ad copy - once published is the property of the publisher and availability to the client is subject to review by the publisher on a case-by-case basis with prior written approval by the editor.

All advertisement is subject to review and acceptance by UPDATE Magazine. All ads must be pre-paid in full unless prior arrangements are made. UPDATE is not responsible for illegal, false, errors, omissions, or dated material. Checks made payable to **Recycle for Breast Cancer** (no credit cards).

Payment can be made in two installments: One with the signed contract - see page 1, and two with the advertiser approved proof with said approval to be rendered in a reasonable / timely manner; meeting with the respective issues posted deadline.



Ad Sizes

Format for Camera-Ready Ad Spot (s)

If you are providing camera-ready copy the ad MUST be submitted in 300 dpi (minimum) PC .tiff or .pdf formats

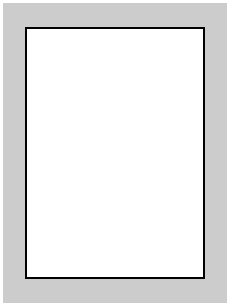
Photos and Graphics

Be sure to include any photos or graphics in one of the following formats:

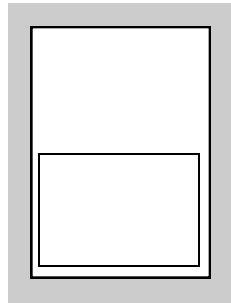
- 1) High-quality photos (to be scanned), NO PRINTED MATERIAL OR DOWNLOADED MATERIAL FROM THE WEB.
- 2) Scanned at 300 dpi (minimum) and saved as PC .tiff

***All electronic submissions must be emailed to robert@recycleforbreastcancer.org

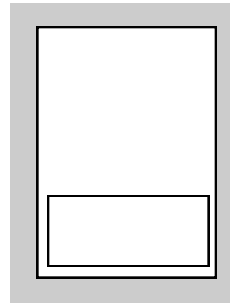
The following are offered for a general guide and while UPDATE will make all efforts to meet posted sizes they do not guarantee them and all advertisers should allow for slight variations in sizing. If UPDATE has a sizing issue that will cause noticeable or unreasonable distortion the respective advertiser will be given an opportunity to make the distortion right or to pull / cancel the ad with UPDATE having the final approval as to what is a distortion.



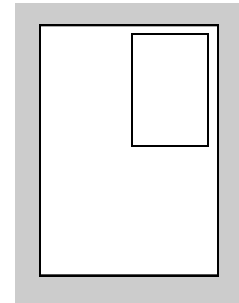
Full Page
7 x 9.75



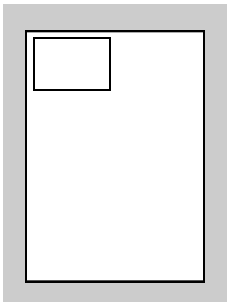
Half Page
7 x 4.8



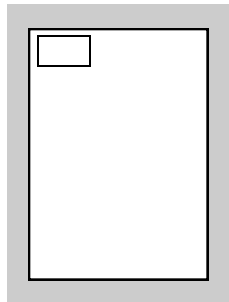
Third Page
7 x 3.2



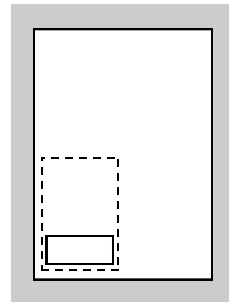
Quarter Page
2.4 x 3.25



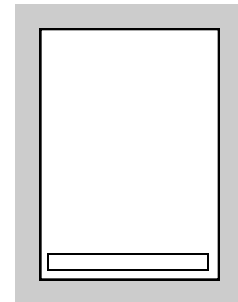
Eighth Page
1.2 x 1.63



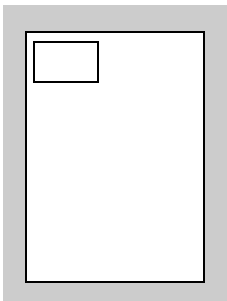
Sixteenth Page
1.2 x .8



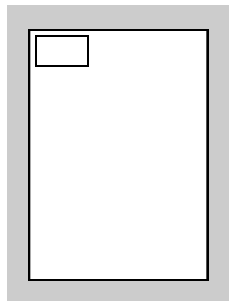
Sponsorship
Within An Article
Full, Half or Quarter Page



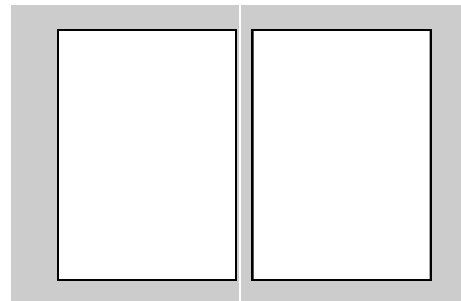
PS
Bottom 7.5 x .75



Directory - BC
3 x 1.75



Directory
6-Lines x 26 Char.



2-Page Center Spread
7 x 9.75 each