



# KIPS BAY BOYS & GIRLS CLUB

## 5th Annual Dallas Decorator Show House 2024 Journal Advertising Contract

OFFICE USE ONLY
CONTRACT # _____

**ADVERTISER:** \_\_\_\_\_

*PRINT your company name as it will appear in the 2024 Journal Index*

**Ad Designer:** \_\_\_\_\_

Address: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Website: \_\_\_\_\_

*This website will appear on a special advertisers page on our website.*

I have read this contract and the terms and conditions and agree to their contents. \_\_\_\_\_

*Signature*

Name \_\_\_\_\_

Date \_\_\_\_\_

### 2024 Net Advertising Rates and Page Sizes

**Reserving Space: Payment is due with order. No space will be held without a signed contract in the Kips Bay office. Please reserve space in the 2024 Kips Bay Decorator Show House Journal as indicated below. (Please indicate your preference with a check mark.)**

4/c Page	Measurements	Cost	B/W Page	Measurements	Cost
<input type="checkbox"/> 4/c Preferred Full page bleed	8 <sup>5</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub> *	\$4,850	<input type="checkbox"/> B/W Full page bleed	8 <sup>5</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub> *	\$1,975
<input type="checkbox"/> 4/c Preferred Full page non-bleed	8 <sup>3</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub> *	\$4,400	<input type="checkbox"/> B/W Full page non-bleed	8 <sup>3</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub> *	\$1,825
<input type="checkbox"/> 4/c Preferred Spread bleed	17 x 11 <sup>1</sup> / <sub>8</sub> *	\$8,850	<input type="checkbox"/> B/W Spread bleed	17 x 11 <sup>1</sup> / <sub>8</sub> *	\$3,325
<input type="checkbox"/> 4/c Preferred Spread non-bleed	16 <sup>3</sup> / <sub>4</sub> x 10 <sup>7</sup> / <sub>8</sub> *	\$8,050	<input type="checkbox"/> B/W Spread non-bleed	16 <sup>3</sup> / <sub>4</sub> x 10 <sup>7</sup> / <sub>8</sub> *	\$3,000
<input type="checkbox"/> 4/c Full page bleed	8 <sup>5</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub> *	\$3,075	<input type="checkbox"/> 4/c 1/2 page Horizontal non-bleed	7 x 4 <sup>5</sup> / <sub>8</sub> *	\$1,500
<input type="checkbox"/> 4/c Full page non-bleed	8 <sup>3</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub> *	\$2,825	<input type="checkbox"/> B/W 1/2 page Horizontal non-bleed	7 x 4 <sup>5</sup> / <sub>8</sub> *	\$1,175
<input type="checkbox"/> 4/c Spread bleed	17 x 11 <sup>1</sup> / <sub>8</sub> *	\$5,200	<input type="checkbox"/> 4/c 1/4 page Horizontal non-bleed	7 x 2 <sup>5</sup> / <sub>16</sub> *	\$1,000
<input type="checkbox"/> 4/c Spread non-bleed	16 <sup>3</sup> / <sub>4</sub> x 10 <sup>7</sup> / <sub>8</sub> *	\$4,700	<input type="checkbox"/> B/W 1/4 page Horizontal non-bleed	7 x 2 <sup>5</sup> / <sub>16</sub> *	\$750

\* See reverse side for technical specification for page sizes.

### AD MATERIAL DEADLINES: Ads to be created by GHP Media due: 8/29/24 Print-ready ads due: 9/6/24

#### Ad Materials

- Ad materials enclosed.
- Repeat '23 materials without change.
- I will supply a print-ready PDF/X1a file to GHP Media.
- GHP Media to create my advertisement for \$350.00.

(See Terms & Conditions for details.)

**What To Send:** All ads, whether B/W (Black only) or 4/C (CMYK) must be supplied as PDF/X1A files.

**All black and white ads must be grayscale (black only) and color ads must be CMYK.**

Submit all digital files by email or [www.wetransfer.com](http://www.wetransfer.com)

**GRACoL proof upon request will be an additional cost of \$88.**

#### Where To Send Ads and Material:

Please see Terms & Conditions.

#### Payments

- Credit card payment: American Express, MasterCard or Visa.  
Please call 718-893-8600.
- Tax deductible contribution of \$ \_\_\_\_\_ enclosed.

#### Completion of Contract

- ◆ Please email a copy of contract & payment to:  
[Jeremiah.Johnsen@kipsbay.org](mailto:Jeremiah.Johnsen@kipsbay.org)  
For more information please call 718-893-8600.



- ◆ Please send copy of contract with material submissions to:  
GHP Media - Kips Bay Project  
475 Heffernan Drive, West Haven, CT 06516  
203-479-7500
- ◆ Retain a copy of contract for your records.

# TERMS & CONDITIONS

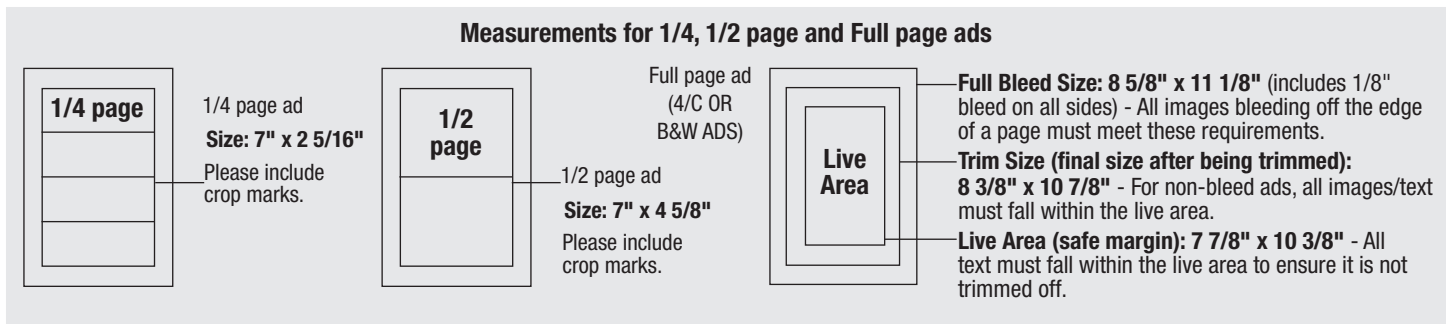
## SUPPLIED MATERIALS:

- All advertising materials must be submitted as high-resolution **PDF/X1a file (Portable Document Format)**.
- **No fifth color can be accommodated at this time.** All B&W ads must be true grayscale (black only).
- Color corrections can be made by GHP Media at the cost of \$180/hour. Price includes a GRACoL proof.
- All ads must conform to the size specification outlined on the front of this contract.
- All ads must have crop marks.
- If sending your own GRACoL proof, please send a Epson GRACoL (or equivalent\*). The proof will be used to verify color and content at press time. The proof will be returned to you once the publication has printed.

\* **A Epson Proof** is preferred, but please log onto [www.idealliance.org](http://www.idealliance.org) for a complete list of certified contract proofs.

**Four-color laser proofs are not a acceptable guide for color.**

**Advertisers will be e-mailed a list of any additional production costs you might incur.**



## MATERIALS FOR AD CREATION: DUE MONDAY 8/29/24

GHP Media can design your ad at the cost of \$350.00. Price includes one round of changes, PDFs for review, and a GRACoL proof. Additional rounds of edits will incur cost.

All materials (typed copy, photographs, illustrations, logos, etc.) should be submitted in an electronic format along with a detailed sketch of the proposed ad.

**Logos & Icons:** Mac illustrator (up to version CC 2024) or Mac Photoshop at **300dpi at preferred size/image mode set at grayscale or CMYK.**

**Scans:** Submit in preferred size as EPS or JPEG file at 300dpi.

**For technical information, contact Trish Camara at GHP Media, Prepress Department - Telephone: 203-479-7500**

**Where to send Ads and Materials:** Email files to [kipsbay@ghpmedia.com](mailto:kipsbay@ghpmedia.com) or send large files through [www.wetransfer.com](http://www.wetransfer.com)

**Rate Policy and Cancellations:** All advertising purchased from the Kips Bay Boys & Girls Club are payable to the address shown on the invoice upon receipt. All amounts are payable in accordance with the invoice terms. Payments must be made by credit card. All advertising is accepted subject to approval of the Publisher. We reserve the right to cancel any advertisement deemed unsuitable for publication. Notice of cancellation must be received in writing before closing date.

**Service Charge:** All invoices are payable upon receipt and considered past due if not paid within thirty (30) days of invoice date. A service charge of 15% per month will be applied to balances not paid within 30 days of invoice.

**Limitation of Liability:** Kips Bay Boys & Girls Club will not be liable for any error in any advertisement published hereunder. If supplied ad materials do not conform to the printer's specification, the advertiser assumes full responsibility to pay for correction or to resubmit correct materials if time allows. Any changes made by the advertiser after copy has been submitted to the printer will be charged to the advertiser. Kips Bay Boys & Girls Club and/or GHP Media cannot be held responsible for loss due to theft, fire or delivery.

**Reprints:** For more information, please contact GHP Media at 203-479-7500.

**All material will be furnished at the advertiser's expense.**