

# FERST CENTER FOR THE ARTS

Atlanta, GA

## Advertising Contract - 2004-2005 Season Program

x

Advertiser

Bill to Advertiser: ☐

Contact

Address

City / State / Zip

Phone & Fax

Email

x

Agency

Bill to Agency: ☐

Contact

Address

City / State / Zip

Phone & Fax

Email

### Advertising Order

2004 - 2005 Programs	Space Deadline	Materials Deadline	Circulation Dates
Fall 2004 _____	September 20, '04	September 27, '04	Oct 17 - Dec 18, '04
Winter 2005 _____	December 21 '04	December 28, '04	Jan 21 - February 20, '05
Spring 2005 _____	February 8, '05	February 15, '05	Mar 9 - May 7, '05

**TOTAL AMOUNT \$** \_\_\_\_\_

Rates are for 4-Color Process	1X	3X	Premium Pages - 3 X Only
Full Page, 4-Color	\$ 800 _____	\$ 600 _____	Cover 4 \$ 1,050 _____
1/2 Page, 4-Color	600 _____	400 _____	Cover 2 950 _____
1/2 Page, 4-Color	350 _____	250 _____	Cover 3 850 _____

**\* Covers Are Non-Cancelable \***

#### Ad Dimensions

Trim Size	5 3/8" x 8 3/8"	1/2 Page - Horizontal	4 7/8" x 3 7/8"
Full Page Bleed	5 5/8" x 8 5/8"	1/2 Page - Vertical	2 1/4" x 7 7/8"
Full Page Live	4 7/8" x 7 7/8"	1/4 Page - Vertical	2 1/4" x 3 7/8"

### Send Contract & Payment To

Lee Armstrong, Director of Advertising  
Luxury Marketing Link  
PO Box 874, Elon, NC 27244  
Atlanta: (404) 355-1492 ✉ NC: (336) 329-9305  
Fax: (775) 743-1396 ✉ Fax: (775) 256-4274  
[AdDirector@LuxuryMarketingLink.com](mailto:AdDirector@LuxuryMarketingLink.com)

### Send Art Materials To

Clint Smith, Publisher  
New World Communications  
1076 Canton Street, Roswell, GA 30075  
(770) 992-7808  
[Publisher@LuxuryMarketingLink.com](mailto:Publisher@LuxuryMarketingLink.com)

### Contract Regulations

Advertisers and advertising agencies assume liability for all content (including, but not limited to text, representation, illustration, trademark, and copyright infringement, violation of rights of privacy libel and unauthorized use of a name) of advertisements printed, and assume responsibility for any claims arising therefrom made against the Publisher, Luxury Marketing Link and/or the Ferst Center for the Arts, including but not limited to reasonable attorney's fees, judgments and amount paid in compromise. The publisher reserves the right to decline any advertising. The publisher's maximum liability for breach of this agreement will be any amount equal to the sums paid by the advertiser here under.

### Checks Payable To: New World Communications

Terms: Net 30 days from date of invoice. Unpaid balance incurs a 1.5 % monthly fee. Incomplete ads requiring production time will be billed for completion, so please contact us for advice or help.

**Cancellation Policy:** Cancellations must be submitted in writing and received 60 days prior to issue date or full charges apply.

**Mechanical Requirements:** Hi-res .pdf files are preferred. Quark files are acceptable. Please submit art on a CD-Rom. Picture files processed to size at 300 dpi resolution or higher in tif or eps format. Proofs are helpful for 4-color B & W lasers are acceptable. Submit a proof from final version of your Quark file at 100% enlargement.

Please insert the enclosed advertising materials in the specified issues of the 2004-2005 Ferst Center for the Arts Program. I have indicated on this contract the position, size and color of my ad. I agree to the terms and conditions as described in this agreement by signing and dating this contract and in the media kit and signify my agreement by signing and dating this contract.

Print Name

Authorized Signature

Date

Lee Armstrong / LML & NewWorldCommunications Date

Luxury Marketing Link for New World Communications