



Wilmington Flower Market

"Benefiting Delaware's Children Since 1921"

Advertising Contract for Wilmington Flower Market Supplement to be distributed in The News Journal on Friday, May 4, 2018

Deadline for contracts: **April 4, 2018** - Deadline for copy & pictures: **April 9, 2018**

Deadline for digital ad files: **April 13, 2018**

Ad Rates and Sizes (Check Unit Desired)

		B&W	Color
Full Page	10" x 10"	\$1,900 ○	\$2,300 ○
Half Page (Horizontal)	10" x 4.93"	\$1,125 ○	\$1,350 ○
Half Page (Vertical)	4.92" x 10"	\$1,125 ○	\$1,350 ○
Quarter Page	4.92" x 4.93"	\$ 650 ○	\$ 775 ○
Eighth Page	4.92" x 2.40"	\$ 350 ○	\$ 450 ○

(photography not provided for 1/8 page ads)

Costs include one photo per ad. Two or more photos will incur an additional fee.

Please Check All That Apply

- Advertising Copy To Be Supplied by Advertiser
- Advertising Copy To Be Supplied by Wilmington Flower Market
- Photo Image To Be Supplied by Advertiser
- Photo To Be Taken by Flower Market Photographer
- Advertiser Will Supply Print Ready File

Specifications For Electronic Files

PDF - PDFX1a or Press Quality PDF (CMYK with fonts embedded)
TIF - All images flattened (EPS - NOT RECOMMENDED)

Business Name _____

Name _____

Signature _____

Address _____

Phone/Fax _____

Email _____

Conditions of Contract

Photography taken by our professional photographer is for publication in the Wilmington Flower Market Supplement only. Advertisers may purchase their digital photo for additional use directly from the photographer. Contact Shelby Hamm at 302-475-9960 for more information.

Photography services are offered Mon - Fri from 9:00am to 4:30pm. Earlier or later times are available for an additional fee. A \$75 fee will be charged for all appointments cancelled without 24 hours notice.

The Supplement Committee reserves the right to reject any and all advertisements not within its standards of publication. A penalty will be charged for cancellations. No cancellations are allowed after March 24, 2017.

The undersigned authorizes the insertion of the advertisement according to the space unit checked at left. The advertiser agrees to pay the corresponding price as well as any other charges incurred. The advertiser also agrees to accept all the conditions of the contract.

Payments

Please make all checks payable to
Wilmington Flower Market and mail to:

Hamm & Associates, Inc.
2307 Mousley Place
Wilmington, DE 19810

Contract & Ad Materials

Contracts can be mailed with payment, or sent by fax or email below:

Fax: 302-375-6791

Email: gethamm@comcast.net

Email digital ad files to: gethamm@comcast.net

For more information on advertising & sponsorship, contact Shelby Hamm: 302-475-9960 | gethamm@comcast.net

Deposit - 25% (non-refundable)

BALANCE TO BE PAID IN FULL BY APRIL 20, 2018 for inclusion in the Supplement

Ads not paid in full by April 20, 2018 will be charged 1.5% per month on remaining balance

This contract is also available to download at www.wilmingtonflowermarket.org/advertising-sponsorship/