

# NORTHWEST FIGHT SCENE



## 2011 ADVERTISING RATE CARD

<b>PRINT ADVERTISING</b>	
<b>Two Pages</b>	\$1,600 (Premium spot -\$2,000)
<b>Full Page</b>	\$900 (Premium spot - \$1100)
<b>Half Page</b>	\$475 (vertical or horizontal)
<b>Quarter Page</b>	\$250
<b>Eighth Page</b>	\$150
<b>Gym Technique</b>	\$600 (NWFS designed Full Page w/ gym logo + bio)

<b>MMA DIRECTORY</b>	<b>Per Issue</b>	<b>Benefits</b>
<b>Pro Listing</b>	\$50	Print / Online Listing + 50 Magazines
<b>Amateur Listing</b>	\$25	Print / Online Listing + 15 Magazines

<b>PRINT AD REQUIREMENTS</b>
CONTACT US FOR AD SIZE DIMENSIONS
Acceptable formats: TIFF / PSD (300+DPI) / EPS (press quality) / PDF (w/ fonts embedded)
COLOR IMAGES MUST BE CMYK
BLACK & WHITE (220+DPI)
SOFTWARE - ADOBE INDESIGN / PHOTOSHOP / ILLUSTRATOR
SEND EDITABLE FILES (when possible)
SIZE FILES AT 100%
CONVERT ALL TEXT TO CURVES
INCLUDE TRUETYPE FONTS

<b>ONLINE ADVERTISING</b>		
	<b>Per Month</b>	<b>Dimensions (in pixels - width x height)</b>
<b>Full Banner *</b>	\$100 / Month	468 x 60
<b>Skyscraper *</b>	\$100 / Month	120 x 600
<b>Small Skyscraper *</b>	\$50 / Month	120 x 240
<b>Web Button *</b>	\$25 / Month	120 x 120
<b>Fight/Seminar Poster</b>	\$25 - 1 time fee	425 x 600
* All web ads buys with exception of fight poster requires 3 month minimum		

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**ADVERTISING TERMS AND CONDITIONS**

Payment is due in full 14 days from the date of the insertion order. Publisher shall have the right to terminate this contract at any time, with or without notice to advertiser, for nonpayment of bills at payment due date, or because the amount of space herein contracted for is not used by advertiser. Cancellation of ads by advertiser shall not be effective without written notice from advertiser and must be made at least 14 days before publication deadline. Publisher reserves right to charge advertiser for cancellation after this time or for failure to submit required ad materials for space contracted to.

Advertiser will be invoiced for all production charges incurred by publisher in converting nonconforming ad material to prepress-ready unless otherwise agreed to.

All advertisements must be approved by the publisher before they are deemed acceptable for publication. Publisher reserves the right to deny advertisements based on inappropriate content, images or language.

Advertisements must be truthful and forthright. Advertiser warrants and represents that any material submitted to publisher is original, does not violate any law or infringe the copyrights, trademark, trade names or patents of any other person, and contains no matter which is libelous, an invasion of privacy, an unlawful appropriation of the names or likeness, or is otherwise injurious to the rights of any other person, and that advertiser has obtained all necessary consents prior to submission to Publisher.

Publisher is not liable for any images of models used by advertisers to promote products or services. Rights and releases are the sole responsibility of the advertiser. Advertiser assumes all liability for all content of ads printed and advertiser agrees to indemnify and hold harmless against any and all claims, losses, liabilities and expenses, including attorney's fees and legal expenses resulting from or attributable to the publication of any advertisement submitted by the advertiser.

Any provision directing insertion of advertisements, or specifying or barring the use of any page because of the kind of news or ad on that page, on its reverse side or on the facing page, will not be legally binding upon Publisher, but will be treated as a request only.

In the event of any error in printing or other inadvertent publication of an advertisement, Publisher's liability shall not exceed the cost of the space occupied by the error. No adjustment will be made where advertiser or its agent is responsible for the error. Under no circumstances shall Publisher be liable for consequential damages of any kind. Publisher will not be liable for any failure to print, publish or circulate all or any portion of any issue if such failure is due to acts of God, strikes, accidents, or other events beyond Publisher's control.