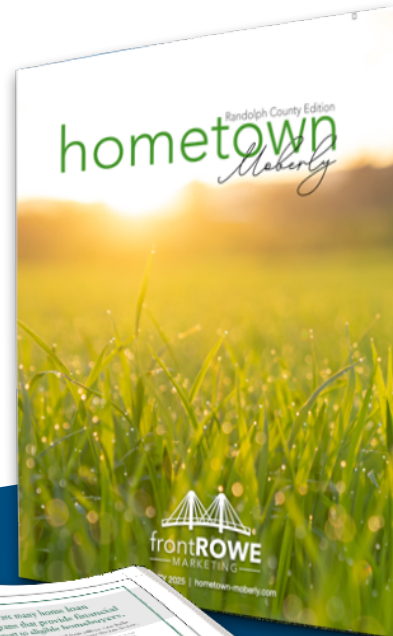


hometown

MAGAZINE

*...a Direct Mail,
shared advertising
publication*



every mailbox
Delivered.

Reserve Your Space Today!
660-414-5959

hometown

Randolph County Edition

Moberly

every mailbox

- ✓ Moberly
- ✓ Huntsville
- ✓ Clark
- ✓ Higbee
- ✓ Cairo
- ✓ Clifton Hill
- ✓ Jacksonville
- ✓ Renick

12,480 HOUSEHOLDS



hometown

Randolph County Edition

Moberly

	1X Rate	Save 5%	Save 10%	Save 15%	Save 20%	Save 25%	BONUS 30%
SERVICE DIRECTORY <i>INDUSTRY EXCLUSIVE!</i> 3.75" x 2.45"	\$200	\$190	\$180	\$170	\$160	\$150	\$140
QUARTER Page 3.75" x 4.95"	\$350	\$333	\$315	\$298	\$280	\$263	\$245
HALF Page 3.75" x 10"	\$575	\$546	\$518	\$489	\$460	\$431	\$403
FULL Page 7.5" x 10"	\$1100	\$1045	\$990	\$935	\$880	\$825	\$770

**Distributed FREE to every resident in the Randolph County with a postal address.
RESERVE YOUR SPACE TODAY!**

660-414-5959

www.hometown-moberly.com is distributed by Front Rowe Marketing



Advertising Discount Program

Sponsors may qualify for multiple discounts, up to a maximum of **25% off the published advertising rate.**

- **5% Discount** – *Include a coupon or promotional offer within the ad*
- **10% Discount** – *Ad provided in print-ready format*
- **5% Discount** – *Exclusive only members of the local Chamber of Commerce*
- **5% Discount** – *Commitment to advertising in all six issues*

All applicable discounts may be combined, not to exceed 25% of the standard rate.



PRINT AD SIZES AND SPECIFICATIONS:

PRINTING

Web offset, Headset, SWOP standards
Color: CMYK 4-color process
Bind: Saddle-stitched, high folio
Bleed: Minimum 0.125" (1/8")

PREPARING FILES

- **Ads must be provided as a high-resolution PDF suitable for print at the proper size.** Images should be 300 PPI. Adobe Acrobat PDF setting PDF/X-1a works well.
- All fonts and images embedded.
- All artwork must be provided in CMYK mode. No spot colors, RGB, LAB or embedded color profiles (such as ICC profiles).
- Type minimum size of 6 pt.
- For artwork with bleed include minimum 0.125" (1/8") bleed with crop marks. Please keep all live material 0.25" (1/4") from trim on all sides.

UNACCEPTABLE FORMATS

We cannot accept files in the following formats under any condition: Microsoft Publisher: any word processing file; any presentation format such as a PowerPoint file. **Please create a high-resolution PDF from these file formats for print.**

Note: any intervention required by Front Rowe Marketing or our printer may result in additional chargers. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Front Rowe Marketing make the necessary alterations which will be billed at cost.

SENDING YOUR AD

Email your ad to Tina Rowe at tina@frontrowemarketing.com.
File sharing for large files available upon request.

AD REQUIREMENTS:

- Service Directory Ads located in the Center Fold **MUST** include a coupon, discount, special offer or customer incentive.

INCLUSIONS:

Every "Hometown" advertiser is provided with the following:

- **ONLINE PROFILE** that features your business information and coupons from your ad. Customers can access the digital coupons from any device using our website or mobile app.
- **QR CODE** that links to your website or ours so that customers can immediately access your coupons from any smart phone.

PAYMENT TERMS

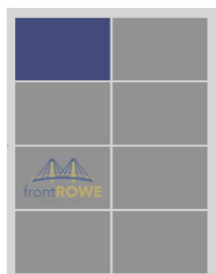
- In full or 1/2 down with signed agreement and other half 3 weeks prior to ship date with the final approval of ad.
- There will be a 4% processing fee added to all payments made with credit card. Online payment link available upon request.
- Send Payment to: PO Box 22, Godfrey IL 62035.

ADVERTISER DISCOUNTS

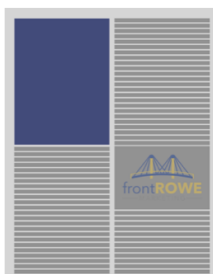
- **Press-ready materials:** 5% discount for advertisers supplying high-resolution, press-ready PDF, per published sizes & specifications.
- **Charitable Advertising*:** Charitable organizations with (501)(c)(3) designation may use the 4X rate.
- **Additional Discounts:** Any Sponsor who commits to the 4X Rate in any one publication will receive an additional 5% off the advertised rate in any 2nd publication. Advertise in a 3rd publication and get an additional 10% off the advertised rate. Excludes 1/8" page size.

**Discounts may not be combined with one another.*

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1/8 PAGE
3.75W X 2.45H



1/4 PAGE
3.75W X 4.95H



1/2 PAGE
3.75W X 10H



1/2 PAGE
7.8W X 4.875H



BACK COVER
8W X 8.5H



T ROWE
Owner & Marketing Specialist

660-414-5959
tina@frontrowemarketing.com



PRINT ADVERTISING AGREEMENT STANDARD TERMS AND CONDITIONS

Advertising Policy

Front Rowe Marketing (FRM) will not be bound by conditions on other contracts or insertion orders that may be in conflict with the provisions of this contract. All advertisement instructions must be submitted on a Print Advertising Agreement and Insertion Order. Front Rowe Marketing reserves the right to amend or revise rates, terms and conditions of this agreement upon 60 days written notice. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to Front Rowe Marketing prior to the effective date of the amendments, cancel its advertising contract, upon payment of any outstanding invoices. **If frequency discount is not earned because of cancellation, advertiser agrees to pay difference between frequency rate paid and frequency rate earned.**

Ad Materials Responsibility

In the event the advertiser fails to supply ad materials by the closing date, Front Rowe Marketing reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place. Final ad materials will be stored for six months and destroyed thereafter, unless written request for the return of materials is provided upon ad submission.

Copy Acceptance

Advertising copy furnished by the advertiser shall be in a form acceptable to Front Rowe Marketing. FRM reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading or objectionable. Advertising that resembles editorial shall be marked "Advertisement" at the top of the ad in not less than 10-point type.

Advertiser's Responsibility

All advertisements are accepted and published by Front Rowe Marketing upon the representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser agrees to indemnify and hold Front Rowe Marketing harmless from and against any loss resulting from claims or suits of defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause.

Advertising Design & Production

All ad material shall be submitted in accordance with Front Rowe Marketing's Print Ad Sizes and Specifications as set forth on Front Rowe Marketing's current Rate Cards and Specifications. Front Rowe Marketing reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

Billing

Prepayment is required for new clients. A signed contract and payment for the first insertion are due by the first closing date, along with the ad. Subsequent insertions will be billed upon publication. Invoices are net and payable upon receipt unless otherwise noted. Invoices rendered will be accepted as correct unless Front Rowe Marketing is notified in writing within 10 days of billing date. Payment will be made direct to Front Rowe Marketing at the address on the front of this agreement. Accounts delinquent 30 days will be charged interest at the rate of 18 percent per annum. Should an advertiser and/or agency default or otherwise be late in payment of advertising invoices, FRM has the right to omit the advertisement from the publication. The advertiser and/or agency will forfeit any and all payments previously made toward the purchase of said advertisement. In the event advertiser and/or agency default or are otherwise late in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collections, including but not limited to reasonable attorney's fees and court costs incurred by Front Rowe Marketing in the collection of said bills. In such event, FRM reserves the right to either terminate this Agreement or to enforce this agreement pursuant to the terms set forth. Venue for any judicial proceeding concerning enforcement or any provisions of this contract including any action of nonpayment shall be in Madison County, Illinois.

Miscellaneous Fees

Returned Checks.....	\$25
Credit Card Payments (Processing Surcharge).....	4%
Late Payments (Net 15 days / Delinquent 30 days)	18%

Cancellations

Cancellations must be in writing and are not considered accepted until confirmed by Front Rowe Marketing.

Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement for any reason, it is the advertiser's responsibility to notify Front Rowe Marketing, in writing and within seven days after delivery of first-bound copies/tear sheets. Front Rowe Marketing's liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected. Front Rowe Marketing is not responsible for errors that the advertiser failed to identify on the approved advertising proof. In no event shall FRM be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by Front Rowe Marketing.

Performance

Front Rowe Marketing agrees to design, print, and/or delivery the specified advertisement as ordered in accordance with Front Rowe Marketing's Print Advertising and Insertion Order Form, page 1 of this Agreement. Front Rowe Marketing shall not be held responsible for damages for failure to print or circulate any issue, or for delays in printing said issue. The advertiser shall be entitled to a complete refund of monies paid if FRM fails to print the issue covered by this Agreement. No discount of advertisers monies shall be paid for delays beyond Front Rowe Marketing's control, including delays caused by production, printing, and/or delivery. Performance by FRM shall be contingent upon availability of materials and labor, and no interruption by acts of God/nature, riots, warfare, government laws or regulations, vendor delays, and/or conditions beyond Front Rowe Marketing's control. In no event shall FRM be liable for incidental or consequential damages incurred by advertiser for failure to print/circulate or the delay in printing/circulating an issue. Under no circumstance will Front Rowe Marketing be held responsible for delays in delivery nor be held responsible for loss of mail or damage to mail-pieces while in USPS custody.

Miscellaneous

Front Rowe Marketing may assign its rights, duties, and other obligations under this agreement to any corporation or other entity that becomes Front Rowe Marketing of the contracted publication. This Agreement shall be binding upon and shall inure to the benefit of the successors and assigns of the advertiser. In the event that the advertiser ceases to exist or operate then this Agreement will terminate as of said date, except that in the event the principal(s) of the advertiser thereafter continue to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding upon the successor to the advertiser. This Agreement shall terminate after the last insertion as set forth in this Agreement is published; provided however, that Front Rowe Marketing may terminate this Agreement at any time if it ceases to publish the contracted publication. This Agreement sets forth the entire agreement between the parties hereto and shall be construed under the laws of the state of Illinois. Any waiver by Front Rowe Marketing of any breach of this Agreement by the advertiser, or any default in payment by the advertiser, shall not be construed as a waiver of any prior or subsequent breach or default of the same or any other provision of this Agreement.

Severability

In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.