



THE COMMENTATOR

A PUBLICATION OF THE PGI CIVIC ASSOCIATION

DISPLAY ADVERTISING AGREEMENT

NAME OF BUSINESS: _____		New Account	Renewal
Representative: _____	Title: _____	Phone: _____	
Street: _____		Fax: _____	
City: _____		Email: _____	
State: _____	Zip: _____	Email: _____	

Full Color Ads (annual - 11 issues)		1X	3X	6X*	11X*
Eighth Page	3.625w x 2.312h	\$85	\$168	\$325	\$560
Quarter page	3.625w x 4.875h	\$170	\$392	\$730	\$1260
Half Page	7.5w x 4.875h	\$270	\$650	\$1225	\$2120
Full Page	7.5w x 10h	\$450	\$1160	\$2290	\$4080

Inserts (Flyers) 8.5 x 11			
1X	3X	6X	11X
\$235	\$690	\$1290	\$2200

Premium Placement Surcharge (based on availability):	
Back Cover (BC): 50%	Inside Front Cover (IFC): 40%
Front Cover Facing Page (FCFP): 40%	Inside Back Cover (IBC): 25%
Back Cover Facing Page (BCFP): 25%	Calendar Pages (CP) 35%

AD SIZE SELECTED _____ NUMBER OF ISSUES _____ PREMIUM PLACEMENT _____

START DATE _____ END DATE _____ PGICA REP. _____

* Advertisements placed for 6 or 11 consecutive issues, may select our flexible payment option. Please see the back of this Agreement for details.

Authorized by: _____ DATE: _____

Client's Signature

Camera ready art is to be submitted to The Commentator by the 10th of the month for the following month's issue. Digital ads in a jpeg or pdf format may be e-mailed. Ad resolution should be 300 dpi.

Ad Positioning: Placement of ad in publication is at the sole discretion of the publisher, with the exception to any "Premium Placement" as noted in the Ad Description above.

Right of Refusal: Publisher reserves the right to refuse any advertisement submitted.

Liability: Under no circumstances, will the publisher be held liable for any amount exceeding the cost of the advertisement.

Reservations for inserting flyers must be made by the 10th of the month preceding the issue date. The fee for distribution of flyers must be paid in advance by first time Commentator advertisers. No show flyers will be billed. Advertisers should provide 2,400 flyers by the 17th of the month prior to the issue date.

Because PGICA mails the Commentator using the bulk rates for nonprofit organizations, advertising from travel or insurance businesses is restrictive. Please contact your sales representative or PGICA office, 941-637-1655 for details.

Rates are subject to change without notice.

Revised April 2017

