

# Home Inspirations Magazine Advertising

In 2023 the Home Inspirations Magazine will be printed two (2) times per year in conjunction with the Home and Garden Show and the Parade of Homes. The issues are distributed at businesses throughout the Chippewa Valley and to attendees of the events.

	<u>AD SIZE</u>	<u>1 ISSUE</u>	<u>2 ISSUES</u>	
<del>BACK COVER</del>	<del>9" x 11.5"</del>	<del>\$1,570</del>	<del>\$1,475</del>	*PLEASE INCLUDE 0.25 BLEED (FINISHED SIZE IS 8.5" X 11")
<del>INSIDE FRONT COVER</del>	<del>9" x 11.5"</del>	<del>\$1,055</del>	<del>\$890</del>	*PLEASE INCLUDE 0.25 BLEED (FINISHED SIZE IS 8.5" X 11")
INSIDE BACK COVER	9" x 11.5"	\$1,055	\$890	*PLEASE INCLUDE 0.25 BLEED (FINISHED SIZE IS 8.5" X 11")
FULL PAGE	8.5" x 11"	\$900	\$825	*CAN ALSO INCLUDE 0.25 BLEED (8.75" X 11.25")
1/2 PAGE HORIZONTAL	8" x 5"	\$590	\$550	
1/2 PAGE VERTICAL	4" x 10.5"	\$590	\$550	
1/4 PAGE	3.75" x 5"	\$335	\$305	*THIS AD MUST BE 3.75" WIDE BY 5" TALL.
1/8 PAGE	3.75" x 2.5"	\$230	\$200	
2 PAGE SPREAD	(PLEASE CALL FOR SIZE & PRICING)			

### GRAPHICS AND FONTS:

Graphics must be at least 300 dpi at 100% in your document. All files flattened. CMYK process colors only. Fonts must be embedded or outlined.

### FORMATS:

Press-ready PDF preferred (2,400 dpi, 15 line-art frequency, CMYK, all fonts embedded or outlined). PDF is preferred, but other acceptable file formats include: eps, png, or jpeg.

### MAGAZINE PRINT DATES & DEADLINES

ISSUE	DISTRIBUTION	AD COMMITMENT DEADLINE	AD COPY RECEIVED DEADLINE
Spring	February	1/6/23	1/10/23
Summer	May/June	4/10/23	4/17/23

*Email ad copy to: [taylor@cvhomebuilders.com](mailto:taylor@cvhomebuilders.com)*

## 2023 HOME INSPIRATIONS COMMITMENT FORM

### CONTACT INFORMATION:

Name \_\_\_\_\_ Company \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

I would like to run an ad in the following issues:  Home & Garden Early Feb  
 Parade of Homes June

What size ad would you like to run?  Full Page  Quarter Page  
*Note: Ad sizes and pricing is listed above.*  Half Page  Eighth Page

Please indicate if you would like to request a premium position. Space is limited and available on first-come first-serve basis. *Note: Pricing is listed above.*  Back Cover (Available for Home & Garden issue)

# HOME INSPIRATIONS & THE BUILDER BULLETIN

## ADVERTISING AGREEMENT: STANDARD TERMS AND CONDITIONS

The Chippewa Valley Home Builders Association (CVHBA), with its principal office at 4319 Jeffers Road, Eau Claire, Wisconsin (hereafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement that is contracted for placement in the Home Inspirations Magazine. All Advertising Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the customer, the Advertising Agreement becomes valid and is governed by the laws of Wisconsin.

### ADVERTISING POLICY

The Publisher 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 the Advertising Agreement. The Publisher reserves the right to amend or revise rates, terms and conditions of this Agreement upon 30 days written notice. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher 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, the Publisher 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 the Publisher. Publisher 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.

### ADVERTISING DESIGN & PRODUCTION

All ad material shall be submitted in accordance with the Publisher's Advertising and Production Specifications as set forth on the Publisher's current Media Kit. The Publisher 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

A signed contract and payment for the 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 the Publisher is notified in writing within ten (10) days of billing date. Payment will be made direct to the Publisher at the address in 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, the Publisher 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 Publisher in the collection of said bills. In such event, the Publisher 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 Eau Claire County, Wisconsin.

### CANCELLATIONS

Cancellations must be in writing and are not considered accepted until confirmed by the Publisher.

### 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 the Publisher, in writing and within seven days after delivery of first-bound copies/tear sheets. Publisher'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. Publisher is not responsible for errors in key numbers, nor is the Publisher responsible for errors that the advertiser failed to identify on the approved advertising proof. In on event shall the Publisher for liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by the Publisher.

### PERFORMANCE

Publisher 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 if the Publisher fails to print the issue covered by this Agreement. No discount of advertisers monies shall be paid for delays beyond the Publisher's control, including delays caused by production and printing. Performance by the Publisher shall be contingent upon availability of materials and labor, and on interruption by acts of God/nature, riots, warfare, government laws or regulations, vendor delays and/or conditions beyond the Publisher's control. In no event shall the Publisher be liable for incidental or consequential damages incurred by advertiser for failure to print/circulate or the delay in printing/circulation an issue.

### MISCELLANEOUS

The Publisher may assign its rights, duties, and other obligations under this Agreement to any corporation or other entity that becomes the publisher 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 the Publisher 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 Wisconsin. Any waiver by the Publisher 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 of 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.