

the SHAD Connection

ADVERTISING SPACE CONTRACT

Fillable form. Fill, save, attach to email to info@shad.org.
Or print and complete manually and mail to:
The SHAD Connection
11811 Shaker Boulevard Suite 106
Cleveland, OH 44120-1927

Company Name

Authorized Contact (Type or print)

Address

City

State

Zip

Telephone

Email Address (so we can send deadline reminders)

CONTRACT

We will run an ad in **single issue(s)** at the rate in effect on date of signing for this/these issues:

Fall _____ (year) Winter _____ (year) Spring _____ (year) Summer _____ (year)

CONTRACT DISCOUNT

If you commit to run an ad in four (4) consecutive quarterly issues, you receive a 10% discount.

We will run an ad in **four (4) consecutive quarterly issues** at the rate in effect on date of signing.

Start Fall _____ (year) through Summer of the following year

Start Winter _____ (year) through Fall of the following year

Start Spring _____ (year) through Winter of the following year

Start Summer _____ (year) through Spring of the following year

AD SIZE AND ARTWORK

Ad size _____ Color Black and White

Please use the same ad in each issue.

We will provide a different ad for each issue. If a new ad is not received by the deadline, the previous ad will run.

Authorizing Signature

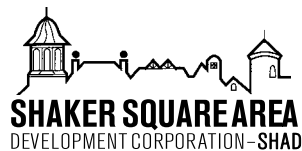
Date

Submit contract to: *The SHAD Connection* at the address below or email to info@shad.org. If you have questions, please call 216.421.2100.

Terms: Payment due on receipt. Please return the signed contract and keep a copy for your records. If you are a first-time advertiser, we require payment for the first insertion at the time of placement. **Please make your check payable to: Shaker Square Area Development Corp.** and send it with your contract. All other advertisers are billed as soon as the paper is distributed. Payments received after 30 days from date of invoice are subject to a \$2 re-billing fee, plus 2% interest monthly. We regret we cannot accept advertising if previous invoices are unpaid. Advertisers who are late paying two times will be required to pay in advance.

Because *The SHAD Connection* is a non-profit organization and public service in nature, we reserve the right to refuse any advertising and cannot endorse any political party or candidate.

Thank you for your business and for supporting *The SHAD Connection*.



the SHAD Connection

About The SHAD Connection

The SHAD Connection is an award-winning tabloid-sized newspaper published four times a year. It provides information for the people who live, work, shop and serve Shaker Square, Larchmere and the adjacent communities. Especially pertinent are Shaker Square neighborhoods that include the Apartment Corridor, Boulevard, Larchmere, Ludlow and CHALK.

Circulation

Shaker Square Area Development Corporation distributes 7,500 copies of each issue to newsstands in the areas it serves and extensive surrounding areas. Our distribution area includes Shaker Boulevard, east and west of Shaker Square, Fairhill Road, Fairmount Boulevard, Lee Road, Cedar-Fairmount, Shaker Heights Schools, Coventry, Little Italy and Buckeye, among others. The SHAD Connection is mailed to dues-paying members and also is distributed at special events. Current and past issues are also available online at shad.org.

Special Page Position Request Rates for Ads

We will do our best to honor your request. We do not place ads on the front page. Back page preference is given to the largest ad space reserved (full, half and quarter pages unless filler is needed.)

Terms

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Summary of Discounts and Up-charges

Discounts: 10% for ads in four consecutive issues

Late payments: + 2% /mo. + \$2 re-billing fee

Advertising Production Guidelines

Please provide high-quality digital artwork.

File types

Please verify that ad sizes match our column and depth sizes on the rate page.

- **We accept high-quality PDFs or high-res JPGs.**
- We do not accept .doc/docx, .ppt or .xlsx documents (Microsoft Word, PowerPoint, or Excel), Publisher or any others.
- Black and white ads must be 100% black or grayscale, not RGB.
- **Color ads must be CMYK, not RGB or spot PMS colors.**
- Screens/tints must be between 10 and 40 percent. Color builds should not exceed 240 percent.
- Photos must be a minimum of 300 dpi at 100 percent. All photos must be CMYK.

Size of type

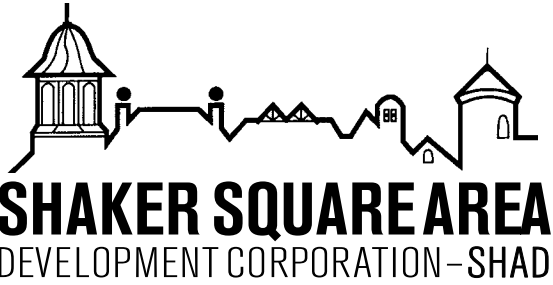
- Type smaller than 12 pt must be solid black, cyan or magenta. Do not use type smaller than 9 point. Embed or outline fonts. Documents with Type 1 fonts will not be accepted.

Any problem which requires a change to be press-ready will be fixed and billed according to the time it takes to repair the ad. \$25 is the minimum charge.

If you do not have a designer to create your ad, The SHAD Connection will design and produce an ad for you for fees of \$60/\$90/\$130 and up, depending on the size and complexity of the ad. Half-page and full page ads will be quoted separately.

To avoid confusion, please name the file with *your company's* name or initials, followed by the date of the issue(s) it is to appear.

To place an ad or if you have production questions, please contact us at info@shad.org or at the SHAD office, 216.421.2100.



SHAD will publicize your Member Discount participation in the SHAD Connection, on shad.org and other social media, AND send a list of participating merchants to every new and renewing SHAD member until you change or withdraw it. Please make sure all personnel are aware of your participation in the discount program. Just decide the discount you'll offer, complete this fillable form, and email it to info@shad.org or mail it to: SHAD, 11811 Shaker Boulevard, Suite 106, Cleveland, OH 44120.

OPTIONAL MERCHANT DISCOUNT INFORMATION SHEET

Fillable form, then save, attach and email to info@shad.org. Or print and complete manually.

Name of Business

Telephone

Address

Discount Description (20 word limit, please)

Authorized by (Please print)

Signature

Title

Date

| | | | | | |
|--|---|--|--|---|--|
| <p>1 col wide (2.43") x 2.43" B&W \$ 55 Color \$102</p> | <p>2 col wide (5") x 2.43" B&W \$ 87 Color \$156</p> | <p>1 col x 2" B&W \$ 50 Color \$100</p> | <p>Some existing sizes that have been discontinued will be quoted as needed.</p> | <p>Full page 4 col wide (10.125") x 16" B&W \$ 916 Color \$1,091</p> | <p>Quarter page 2 col wide (5") x 7.55" B&W \$271 Color \$376</p> |
| <p>1 col x 3" B&W \$ 71 Color \$119</p> | <p>2 col x 3" B&W \$119 Color \$184</p> | | | <p>Apartment Hunters Guide First listing \$ 80 Additional listings \$ 40</p> | |
| <p>1 col x 4" B&W \$ 87 Color \$136</p> | <p>2 col x 4" B&W \$151 Color \$196</p> | | | | |
| <p>1 col x 5.0" B&W \$103 Color \$153</p> | <p>2 col x 5.0" B&W \$183 Color \$248</p> | | | <p>Half Page 4 col wide (10.125") x 7.55" B&W \$519 Color \$624</p> | |

Discounts

Contract discount for 4 issues - 10%
 Late payment \$2 re-billing + 2%/mo.

Column widths

1 col wide = 2.43"
 2 col wide = 5.00"
 4 col wide = 10.125"

Ad Submission Deadlines 2024-2025

| | |
|--|--|
| <p>SUMMER 2024 (June/July/Aug)</p> | <p>Space reserved by April 12, 2024 ADS DUE: April 26, 2024</p> |
| <p>FALL 2024 (Sept/Oct/Nov)</p> | <p>Space reserved by July 10, 2024 ADS DUE: August 2, 2024</p> |
| <p>WINTER 2024 (Dec/Jan/Feb)</p> | <p>Space reserved by October 9, 2024 ADS DUE: October 23, 2024</p> |
| <p>Spring 2025 (Mar/Apr/May)</p> | <p>Space reserved by January 17, 2025 ADS DUE: January 31, 2025</p> |