



# REAL Connections

For Active and Informed Adults

## ADVERTISING AGREEMENT

(from website)

This is an agreement between REAL Services, Inc. (hereinafter referred to as "publisher") and \_\_\_\_\_ (hereinafter referred to as "purchaser") for the purpose of purchasing advertising space in the REAL CONNECTIONS magazine (hereinafter referred to as "publication").

Amount of space purchased:	_____	Location of space:	_____
Color Description:	Black & White <input type="checkbox"/>	Black & White w/spot green <input type="checkbox"/>	Full Color <input type="checkbox"/>
<ul style="list-style-type: none"> <li>Color ads must use CMYK. All Black printing in ads should print only as black – not all colors to make black.</li> <li>Ads should be in PDF format, or JPG format and at least 300 dpi resolution, or a combination of the 2 if using any photos in the ad.</li> </ul>			

This purchaser's advertisement will appear in one issue of the publication. The cost of this advertisement is \$ \_\_\_\_\_. The full amount must be paid upon submission of the advertisement.

The publisher agrees to distribute this publication to 8,000 households throughout Elkhart, Kosciusko, LaPorte, Marshall and St. Joseph counties. The publication will be distributed free of charge to readers.

The magazine is published each October. The **deadline** for submission of this Agreement, the camera-ready advertisement and payment, is **the last Wednesday in September prior to the October publication date when you would like to have your ad in the magazine.** The purchaser agrees to deliver the advertisement and payment to REAL Services on or before the submission date indicated. Failure by the purchaser to provide this information on schedule will negate the terms of this agreement.

The publisher has editorial rights over any advertisement that it deems inappropriate for publication. In the event that this should occur, the publisher will reimburse the purchaser for payment of advertising space.

- If assistance is needed with the advertisement, the publisher must be informed as quickly as possible.

This purchaser agrees to hold the publisher harmless against any claims or legal action resulting from this agreement.

The publisher agrees to provide general health and service information targeted to 8,000 active adults age 50 and over with an annual income of \$25,000 or more.

### Purchaser:

\_\_\_\_\_  
Designated Agency / Title

\_\_\_\_\_  
Date

**Publisher: REAL Services, Inc.**

\_\_\_\_\_  
President / CEO

\_\_\_\_\_  
Date