

WOW 2021-2022 ADVERTISING INSERTION ORDER

THIS AGREEMENT, executed on _____ (date), between World of Westchase, Inc. and

_____ (hereinafter "ADVERTISER"), establishes advertising space commitments, magazine ad policies, and insertion frequencies for **ADVERTISER**, and rates for such publication in the World of Westchase magazine (hereinafter "WOW").

SELECT YOUR ADVERTISING

Monthly Magazine & Special Editions

ADVERTISER reserves the following advertising in the monthly magazine and/or special edition. Advertising includes one (1) business directory listing. Check all applicable months or editions.

SELECT: MONTHLY WOW MAGAZINE AD SIZE		
Full Page*		1/6 Page Horizontal
2/3 Page Vertical*		1/6 Page Vertical
1/2 Page*		1/8 Page (Bus. Card)
1/3 Page Horizontal		Wrapper Cover
1/3 Page Vertical		Insert
1/3 Page Square*		Top-break Insert (1/mo)
1/4 Page		*special edition sizing option

SELECT: 2021 WOW MAGAZINE EDITIONS											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

SELECT: 2022 WOW MAGAZINE EDITIONS											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

SELECT: ADDITIONAL BUSINESS DIRECTORY LISTINGS			
Optional additional listings accompany each monthly ad placed:			
1 Additional Listing (\$8)	2 Additional Listings (\$16)		
3 Additional Listings (\$24)	4 Additional Listings (\$32)		

Digital: Westchase Neighborhood News Facebook Posts

ADVERTISER reserves the following quantity of posts in WOW's Facebook Neighborhood News site.

SELECT: 2021 FACEBOOK POSTS (select type and #/mo)												
Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
Static												
Video												
SELECT: 2022 FACEBOOK POSTS (select type and #/mo)												
Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
Static												
Video												

Digital: Website and/or Ezine

ADVERTISER reserves the following advertising in the monthly magazine and/or ezine. Web placement includes a square and banner ad.

SELECT: DIGITAL ADVERTISING SIZE												
Website Ads						Ezine Bottom Banner						
Ezine Top Banner						Ezine Square						
SELECT: WEBSITE ADS (select year and month)												
Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
2021 Website Ad												
2022 Website Ad												
SELECT: EZINE ADS (select year and month)												
Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
2021 Ezine Ad												
2022 Ezine Ad												

Annual Resident & Business Directory

ADVERTISER reserves the following ad space in WOW's annual Resident & Business Directory. Check all that apply.

SELECT: ANNUAL DIRECTORY PARTICIPATION YEAR	
2021 Annual Directory	2022 Annual Directory
SELECT: ANNUAL DIRECTORY SIZE	
Full Page	1/6 Page Horizontal
2/3 Page Vertical	1/6 Page Vertical
1/2 Page	1/12 Page Square
1/3 Page Horizontal	Banner Ad (resident section)
1/3 Page Vertical	6-Line Listing
1/3 Page Square	4-Line Listing
SELECT: 2021 ADDITIONAL DIRECTORY LISTINGS	
6-Line Listing	4-Line Listing
SELECT: 2022 ADDITIONAL DIRECTORY LISTINGS	
6-Line Listing	4-Line Listing

WOW Ad Policies

Reservation of advertising space constitutes a contract between ADVERTISER and World of Westchase, Inc.

ADVERTISER agrees to provide material suitable for publication to WOW on or before the 5th day of each month for the following month's publication. A 1% late fee will be assessed on your account for any balance over 30 days old. WOW's Advertising Director reserves the right to approve or reject all advertising. Such rejection shall not be construed as a breach of contract. Advertising may not be BROKED, i.e. one advertiser selling or providing a portion of its space in the magazine to another person or entity. If the WOW Advertising Director agrees to accept material after this advertising deadline, a 10% late fee may be applied to the monthly rate listed herein, at the WOW's discretion. ADVERTISER further agrees to provide payment in the form of a credit card or check (with credit card backup) at time of submission of materials unless otherwise arranged at the discretion of the WOW Advertising Director. Lack of timely payment for reserved advertising space will result in the ad NOT running in the WOW. Prepayment is required on a per-issue, ongoing basis; 6- and 12-month frequency advertisers do not need to pay upfront for all issues reserved.

Additional charges may be incurred for creative services, i.e. reconstruction/setup/typesetting/scanning/photo retouching/etc. that may be necessary to ensure quality reproduction in WOW. WOW is authorized to repeat publication of previous advertising materials in the absence of changes received by WOW by the 5th day of each month for the following month's publication.

Failure to complete the ad reservation requirements of this agreement by ADVERTISER shall result in the imposition of a short rate penalty equal to 10% of the remaining contract total. ADVERTISER is responsible for any fees and costs necessary for collection on a delinquent balance, including court costs and attorney fees. WOW is not responsible for any costs incurred by ADVERTISER as a result of, by way of example and not limitation, acts of God, natural disasters, war or any other events or occurrences beyond WOW's control. ADVERTISER agrees to hold harmless World of Westchase, Inc., its Board and its independent contractors from any costs or expenses incurred by ADVERTISER, and agrees that any request for compensation shall be limited solely to costs incurred in the preparation of advertising material, based solely upon WOW's mistake or error.

AD DESIGN SERVICES NOTICE: Due to possible licensing restrictions, advertisements designed by the World of Westchase are not authorized for use in printed or electronic media outside of the World of Westchase magazine or its associated publications without prior written permission. Please contact the advertising director for additional contract, pricing and licensing information.

***INSERT ADVERTISERS:** This form must be returned to WOW Advertising Manager with payment information (credit card) or check by the 15th of month prior to publication. Changes to previous reservations must be received by the 15th of each month or billing will occur. Once this form is received, the business or individual listed above will be charged the amount indicated above for each month reserved, whether or not sufficient copies of the insert/flier are received by Express Press (or to another entity as the WOW may direct) by the monthly deadline. It is the sole responsibility of the advertiser to ensure that 5,600 copies of the flier/insert are delivered to Express Press by the monthly deadline (usually the 20th of each month) for inclusion in the magazine. DELIVERY of 5,600 copies of inserts/fliers MUST BE MADE TO: Express Press, Inc - Allegra, 107 N. Jefferson St., Tampa, FL 33602. CONTACT: Steve Backhaus, (813) 884-3310. Copies MUST be 8.5 x 11 inches, flat sheet, non-gloss paper. They may be printed in color and on both sides. Coupons are acceptable. All non-conforming inserts/fliers may be rejected or subject to a minimum \$243 hand-drop fee at the sole discretion of the WOW.

NOTES FOR OFFICE USE ONLY:

COMPLETE AD TOTALS

MONTHLY MAGAZINE	
Monthly Magazine Ad (per issue*)	
Additional Directory Listing(s)	
TOTAL MAGAZINE	
MONTHLY DIGITAL ADVERTISING	
Website Advertising Monthly Total	
Ezine Advertising Monthly Total	
Facebook Advertising Monthly Total	
TOTAL DIGITAL ADVERTISING	
TOTAL MONTHLY ADVERTISING	
ANNUAL RESIDENT & BUSINESS DIRECTORY	
Annual Directory Ad	
Annual Directory Line Listing	
TOTAL ANNUAL DIRECTORY	

COMPLETE BILLING DETAILS

Contact Name:	
Business Name:	
Billing Address:	
City/State/Zip:	
Phone:	
E-mail:	
Credit Card #	
CVV#	
Mo/Year Expiration:	
Billing Address:	
Billing City/State/Zip:	
Cardholder Name:	
Authorized Signature:	