

2024 Bellalago Beacon Advertising Contract

| Number of Quarterly Editions Advertising | 1 | 2 | Total for 2 | 3 | Total for 3 | 4 | Total for 4 | Premium Position |
|---|-------|-------------|----------------|-------------|----------------|-------------|----------------|---------------------|
| 1/8 page 3.6" (W) x 2.3" (H) | \$110 | \$100/issue | \$200 | \$95/issue | \$285 | \$90/issue | \$360 | n/a |
| 1/4 page 3.6" (W) x 4.85" (H) | \$150 | \$140/issue | \$280 | \$130/issue | \$390 | \$120/issue | \$480 | n/a |
| 1/2 page 7.5" (W) x 4.85" (H) | \$290 | \$280/issue | \$560 | \$270/issue | \$810 | \$260/issue | \$1040 | n/a |
| Full Page 7.5" (W) x 9.94" (H) | \$400 | \$390/issue | \$780 | \$380/issue | \$1140 | \$370/issue | \$1480 | \$200-\$235 |

Premium Positions: 1st Page Ad Section (\$215); Inside Back Cover-Left (\$200); Inside Back Cover (\$235). **PLEASE NOTE: THE BACK COVER IS NOT AVAILABLE FOR PURCHASE.** Premium Position prices are one time fees added to price of the ad contract.

Notices: Completed contract and payment must be received by the first week of the month prior to the publication month. All deadlines can be found on page 3. Only approved display ads that meet the size and material specifications as listed will be accepted. Overflow Design Group ("Overflow"), the publishing company, and Bellalago are not responsible for errors or omissions. Submit ad, contract, and payment to Overflow. All costs of collection, including reasonable attorney's fees incurred by Bellalago, shall be reimbursed by the Company. Email contract and ad artwork to bellalago@overflowdg.com.

Materials Specifications and Policies: Print-Ready Ad files should be submitted via email to bellalago@overflowdg. com. Ads must be built to exact ad size specifications. Overflow/Bellalago does NOT create the ads. Ad file formats accepted: JPEG, TIF, PDF. Files should be 300 dpi. Ads that do not adhere to these specifications may be rejected or delayed. We will not accept photocopies, clipped ads, WordPerfect, Microsoft Word, or Excel files. Final advertisement colors are printed in process color "CMYK." Advertisers are responsible for verifying desired color compatibility, as Overflow/Bellalago do not accept any responsibility for variations between those submitted and the final CMYK color. All changes to ads must be made by advertiser and resubmitted before the published deadline. New ads can be submitted each month of the contract period. If new ad artwork is not submitted by the monthly deadline, the most recent ad on file will be used.

Payments/Rate Policy: Advertisements must be paid in full, in advance, prior to publication (deadlines listed on page 3). No agency discounts. Payment can be made via check, money order or cashier's check, made payable to BellalagoClub. No credit card or electronic payments accepted.

Cancellation: Overflow/Bellalago may cancel the ad contract with 10 days written notice to Company, due to printing deadlines. Company may only cancel the contract with 45 days written notice to Overflow/Bellalago. If such cancellation occurs, Company's ad will not be published in the next scheduled publication. Refund amount will be recalculated by considering the length of time the advertisement was printed. The term of the recalculated amount will be based on the time frames as listed above or a portion thereof. Overflow/Bellalago reserves the right to reject and/or discontinue any advertisement at any time, for any reason whatsoever in its unfettered discretion. Please note that all advertising is subject to HOA Board approval. In the event of rejection and/or discontinuance, Bellalago will refund amounts per the calculation set forth in the cancellation provision.

| Company Name: | Phone: | | |
|--|---|-------------|--|
| Company Address: | Cell: | | |
| City, State, Zip: | Email: | - | |
| Ad (Circle): Emailed On File Tear Sheet (Circle | 'e): Mail Email | | |
| Ad Size (Circle): Full Page [Premium Position: Y N] | 1/2 1/4 1/8 | | |
| Length of Run (<i>Circle</i>): 1 issue 2 issues 3 issues | 4 issues | | |
| Ad Cost Per Issue: Premium Position Cost: _ | Total Due: | L | |
| I agree to the terms and costs as outlined above and un | nderstand that emailed ads are not guaranteed for p | oublication | |
| Name: | | | |
| Printed | Sianature Do | ate | |

| Check # | |
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| Check Date: | |
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| ☐ Artwork | Entered By: |
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Submission

- Deadline for the ad submission is the first business day of the month prior to publication.
- · No ads pertaining to death, immoral activity or activity of a questionable nature will be accepted.
- Once contract and payment have been received, your ad will be placed in the next available publication, or the publication month's requested, if available.

General

- Bellalago/Overflow reserves the right to refuse any ad for any reason. All ads are subject to Club & HOA Board approval.
- Bellalago does not guarantee any work or claims made by advertisers. Publication does not constitute an endorsement or approval of goods or services advertised herein by Bellalago.
- · Rates are subject to change without notice.
- Premium positions are available for full page advertisements only.
- Inclusion or insertion of political campaign materials in this newsletter does not constitute an endorsement by Bellalago. All such ads must be approved by Bellalago Club Management and the HOA Board.
- Ad pages are limited to a 50% ratio, as they cannot outnumber editorial pages. Ad pages will be confined to the second half of the publication.

Errors & Omissions

- If ad is omitted due to fault of Overflow or Bellalago staff, "make-good" ad credit or refund of ad price for the issue omitted will be extended. No compensation for potential lost business will be made under any circumstances.
- No compensation will be made for errors made by advertisers.
- Advertisers are responsible for submitting their print-ready ad artwork by the published deadline for each month of the contract, or the previous ad on file will continue to run. Bellalago staff does not create the advertisements, nor makes changes to existing ads, and is not responsible for ads running with outdated information, if advertiser does not submit updated ad artwork by the deadline.

Bellalago Resident Discount

- A discounted rate of 50% off one issue ad price of \$110 will be extended to Bellalago residents for 1/8 page advertisements only. The total cost is \$60 per edition. All other ad sizes are at the prevailing rates listed in the chart on page 1.
- Discounted ads will account for no more than 25% of total advertisements per issue. Once the limit has been reached, the resident may take the next available issue (under 25%) or purchase an advertisement at full price.
- Ads of different sizes are at the prevailing rates.
- Residents may run only one discounted business card size ad per issue, per phone number and/or address. If a second ad with the same phone number and/or address is requested, the non-resident rates will apply.
- Resident advertisers will not receive a separate tear sheet as they receive a copy of the entire newsletter.

| Name: | | | |
|-------|---------|-----------|------|
| | Printed | Signature | Date |



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The chart below represents when advertising space will be available for individual purchase. Submission of contract and payment by the deadline listed does not guarantee placement in a particular month if advertising space is sold out.

| Advertising Issue | Last Day to Submit Contract and Payment | Ad Artwork Deadline |
|--|---|---------------------|
| 1st Quarter (January-March) 2024 | December 5, 2023 | December 11, 2023 |
| 2nd Quarter (April-June) 2024 | March 5 , 2024 | March 11, 2024 |
| 3rd Quarter (July-September) 2024 | June 5, 2024 | June 11, 2024 |
| 4th Quarter (October-December) 2024 | September 5, 2024 | September 11, 2024 |
| 1st Quarter (January-March) 2025 | December 5, 2024 | December 11, 2024 |
| 2nd Quarter (April-June) 2025 | March 5, 2025 | March 11, 2025 |

All Submissions Must Include:

- Completed Contract emailed to bellalago@overflowdg.com
- Payment: Check, Money Order or Cashier's Check Only Made Out to Avatar Properties Inc, Bellalago Club
- Print-Ready Ad Artwork emailed to bellalago@overflowdg.com

Mailing Address:

Overflow Design Group Attn: Amanda Wright 19046 Bruce B. Downs Blvd., #1066 Tampa, FL 33647