



F O R T W A Y N E

Ink Spot

FWIS

NEWSPAPER

fwinkspot@gmail.com • 2513 S Calhoun St • Fort Wayne, Indiana • 46807

PRINT AD RATES

POPULAR SIZES, SHAPES & PRICING See back for more info



Open Rate Pricing:

- Full Page:** \$1320.00/Issue (10W x 16H)
- 1/2 Page (40"):** \$715.00/Issue (10W x 8H)
- 1/4 Page (20"):** \$357.50/Issue (6W x 6.67H)
- 1/8 Page (10"):** \$165.00/Issue (4W x 5H)
- Strip Ad (10"):** \$148.50/Issue (2W x 10H)
- 1/10 (8"):** \$137.50 /Issue (10W x 2H)
- Biz Card (4"):** \$82.50/Issue (2W x 4H)

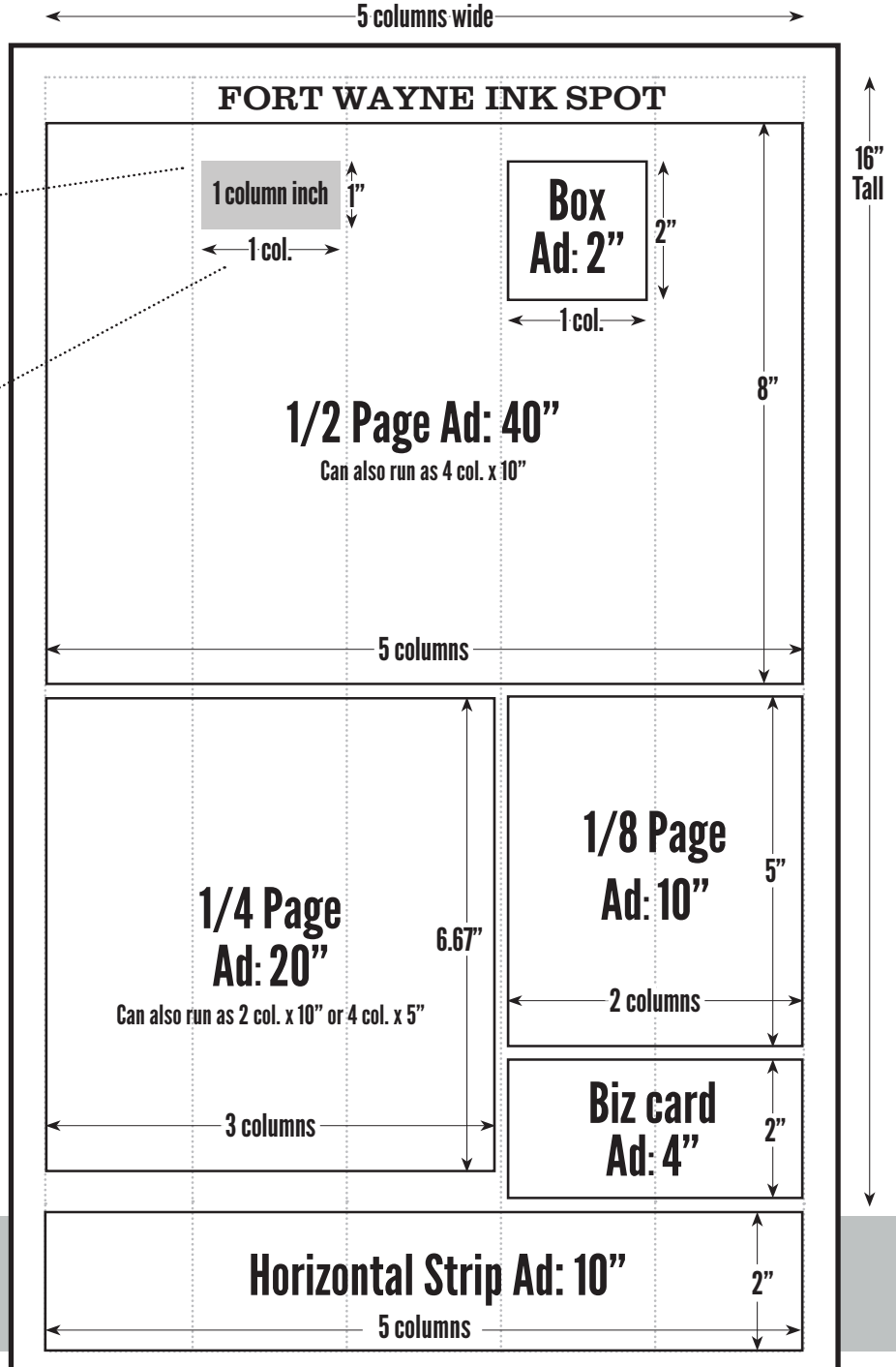
Non-profit & Contract

Rate Pricing (for 501(c)3 orgs)

- Full Page:** \$1155.00/Issue (10W x 16H)
- 1/2 Page (40"):** \$660.00/Issue (10W x 8H)
- 1/4 Page (20"):** \$302.50/Issue (6W x 6.67H)
- 1/8 Page (10"):** \$137.50/Issue (4W x 5H)
- Strip Ad (10"):** \$126.50/Issue (2W x 10H)
- 1/10 (8"):** \$110.00/Issue (10W x 2H)
- Biz Card (4"):** \$55.00/Issue (2W x 4H)

Full color is just 20% extra!

First time advertisers must make one payment in advance via check, cash or credit card.



Print Advertising Information

Fort Wayne Ink Spot Newspaper is to be published biweekly. Distributed to various Fort Wayne area locations and mailed to subscribers via USPS.

CLASSIFIED ADS:

- 8-column format at \$15.00 per column inch (includes character bolding and border); one inch is equivalent to approximately 12-15 words)
- Classified ads must be received by noon on the Friday prior to publication date.

SPECIAL EDITIONS:

Quarter, half and full page ads will be sold for the following annual editions. Please inquire about rates.

- Martin Luther King Jr. Edition (January edition prior to MLK Holiday)
- Black History Month (First edition of February)

COLOR:

20% additional for full color
(for example: a \$100 black & white ad would cost \$120 in color)

ADVERTISING DEADLINE:

Materials due by 5 p.m. on the Friday prior to publication date. Reserve space no later than 5 p.m. on the Wednesday prior to publication date. Ads may be sent in PDF format to fwinkspot@gmail.com.

SERVICE CHARGES:

Beginning 31 days after original invoice date, 1.5% per month (18% annual percentage rate) may be added to all charges for space, color, position premium and production charges. There will be a \$35 service charge for any check dishonored or not allowed by the bank.

UNFULFILLED CONTRACTS:

Unfilled or cancelled contracts and insertion orders by advertiser prior to completion will be charged at the full open rate. If an account becomes delinquent and collections are initiated, advertiser will be responsible for all collections cost, including reasonable attorney fees. Contracts/insertion orders may not be cancelled after 12 p.m., Friday prior to the publication date. No exceptions.

LIABILITY FOR PAYMENT:

Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to publisher.

Measurements (see back page):

Fort Wayne Ink Spot is a full-size tabloid measuring 11.25" wide by 17" tall. Editorial/advertising space is 10.25" x 16". It is a 5-column format with full pages equaling 80 column inches of editorial/advertising space.

- 1 column = 1.9 inches
- 2 column = 4.0 inches
- 3 column = 6.1 inches
- 4 column = 8.15 inches
- 5 column = 10.25 inches

INSERTS:

FWIS does not accept pre-printed inserts.

ORDER ERRORS:

Oral agreements will not be binding on the publisher. Orders containing incorrect rate or conditions will be inserted and charged for in compliance with rates and conditions printed herein. Such errors are considered clerical only.

RULES AND REGULATIONS:

Publisher reserves the right to reject any copy. All contracts are subject in all respects to the publisher's Rules and Regulations as to content of advertising, make-up and current demands on space. Errors made by publisher will be rectified by republication, except where error does not impair the effect of the advertisement as determined by the publisher. Errors which are the fault of the advertiser or advertiser's agent will not be reprinted. Publisher's liability for errors in ads will in no case be greater than the cost of the space in which the error(s) occur. No advertising will be accepted for publication unless the advertiser agrees to this condition.



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ADVERTISING CONTRACT

Client _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Website _____

PRINT	$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} \times \frac{\$}{\underline{\hspace{2cm}}} = \frac{\$}{\underline{\hspace{2cm}}}$ <p>AD SIZE in column inches</p> <p>NUMBER of INSERTIONS</p> <p>RATE per column inch</p> <p>TOTAL</p>
WEB	$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} \times \frac{\$}{\underline{\hspace{2cm}}} = \frac{\$}{\underline{\hspace{2cm}}}$ <p>AD SIZE</p> <p>MONTHS</p> <p>RATE per month</p> <p>TOTAL</p>
<p>AD RUN DATES :</p>	
<div style="text-align: right; margin-right: 20px;"> $\left. \begin{array}{l} \frac{\\$}{\underline{\hspace{2cm}}} \\ \frac{\\$}{\underline{\hspace{2cm}}} \end{array} \right\} \frac{\\$}{\underline{\hspace{2cm}}}$ <p>TOTAL BUDGET</p> </div>	

ARTWORK :

Attached Client will email to fwinkspot@gmail.com Find online at _____

SPECIAL INSTRUCTIONS :

PAYMENT :

Credit Card _____ (amount) Cash _____ (amount) Check _____ (amount)
 SWIPED / CALLED IN _____ (check #)

ADVERTISING AUTHORIZED BY _____

CLIENT'S SIGNATURE _____ **SALES REP.** _____



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WEB AD RATES

Standard Ad Sizes	Location	Position	Reg. Price	Introductory Pricing	Minimum Monthly Impressions
1024px x 150px	Home	Header	\$500/mo.	\$350/mo.	TBD
300px x 800px	Home	Side right	\$350/mo.	\$250/mo.	TBD
300px x 300px	Home	Side right	\$250/mo.	\$150/mo.	TBD

Pre-payment is required.

PRICE INCLUDES:

- Link to any one website (including Facebook or Twitter)
- One monthly revision

All Non-profit organizations get a 5% discount.

Twelve month advance payments will be discounted by 10%.

*Static image ad. No extra cost for animated ads provided by customer