



AMERICAN WOMEN'S CLUB OF THE TAUNUS e.V.

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2013-2014 NEWSLETTER ADVERTISING CONTRACT

The American Women's Club of the Taunus e.V. (AWCT) publishes its Newsletter monthly in both paper and digital editions, except in August and February, for a total of ten issues per year. Currently over 450+ AWCT members come from over 36 countries and the Newsletter as well as the Newsletter Advertisers reaches them all.

General Information

Ads must be submitted 5 weeks prior to the publication date (please see schedule below). All ad contracts must be submitted to the AWCT Office by the deadline to guarantee placement of ads.

Issue	Deadline
January/February	25 th of November
March	25 th of January
April	25 th of February
May	25 th of March
June	25 th of April
July/August	25 th of May
September	25 th of July
October	25 th of August
November	25 th of September
December	25 th of October

One time ads: payment is due within five (5) days of contract submission. **Ad will not be placed unless contract and payment have been received.**

Ads appearing 5 or 10 times: two installments will be accepted for ads appearing 5 or 10 times, with first half the payment due within five (5) days of contract submission. The second payment is due after the 2nd or 5th advertisement, respectively. A reminder will be sent when the 2nd payment is due. **The first payment is due before the ad will be placed.**

Color ads are now available for Full Size & Half Page Ads in our printed version on a first come first serve basis. See Ad sheet for pricing.

(Color ads will appear in color in the digital edition for no increased cost.)

Ad placement (except for color ads) is at the discretion of the Newsletter staff. While we try to comply with Advertisers' wishes concerning placement, we can make no commitment to do so.

Once your contract term expires, a new contract is necessary in order for your ad to continue.

Flyers and Brochures: (inserts): Flyers and brochures (inserts) can also be included in the Newsletter at a cost of €500 for full page, or €300 for half page inserts, plus any additional postage costs incurred due to increased weight if any. **Flyers/brochures will not be placed unless contract and payment have been received.**

Payment Information

AMERICAN WOMEN'S CLUB OF THE TAUNUS e.V. ---- NLAD Bank Account

Frankfurter Volksbank
BLZ: 501 900 00
KTO 817074

Please indicate the following as the reference: AWCT newsletter advertising, number of times, and months.

Please provide the following information to the AWCT:

Amount to be transferred (Euros) _____

Date of payment _____

Signature and date

X _____

Please return page 2 & 3 of this contract to the AWCT office at awcittaunus@hotmail.com or fax 06171-5 73 71

Newsletter Advertising Rates & Sizes (Rev. June 2010)

Size A
FULL PAGE
 2.5 columns (17.5 cm) x 25 cm
 7.25 in x 9.75 in
 1 time: 417.50
 5 times: 1985.00
 10 times: 3762.00

Color Pricing:
 Inside Back Cover: 500.00
 Outside Back Cover: 550.00

<p>Size D 1 column (6.5 cm) x 12 cm 2.7 in x 4.8 in 1 time: 104.50 5 times: 496.50 10 times: 940.50</p>	<p>Size C 2 columns (13.65 cm) x 12 cm 5.7 in x 4.8 in 1 time: 182.50 5 times: 868.00 10 times: 1645.50</p>	<p>Size B Half Page 2.5 columns (17.5 cm) x 12 cm 7.25 in x 4.8 in 1 time: 235.00 5 times: 1116.00 10 times: 2115.50</p> <p>Color Pricing: Inside Front Cover: 300.00 Inside Back Cover: 275.00</p>
<p>Size G 1 column (6.5 cm) x 6 cm 2.7 in x 2.4 in 1 time: 51.50 5 times: 248.50 10 times: 470.00</p>	<p>Size F 2 columns (13.65 cm) x 6cm 5.7 in x 2.4 in 1 time: 104.50 5 times: 496.50 10 times: 941.00</p>	<p>Size E 2.5 columns (17.5 cm) x 6 cm 7.25 in x 2.4 in 1 time: 130.50 5 times: 620.50 10 times: 1174.50</p>
	<p>Size I 2 columns (13.65) x 4 cm 5.7 in x 1.6 in 1 time: 67.50 5 times: 322.00 10 times: 610.50</p>	<p>Size H 2.5 columns (17.5 cm) x 4 cm 7.25 in x 1.6 in 1 time: 94.50 5 times: 446.00 10 times: 846.50</p>