

## Contact Information

Name of Advertiser Organization	
Name of Advertisement	
Name of Contact	
Billing Address	
City / State / Zip	
Phone Number and/or Email	
Special Instructions	

### 1) Desired Dates (circle all that apply)

<b>July.</b> 16	<b>Aug.</b> 6, 20	<b>Sept.</b> 3, 10, 17, 24
<b>Oct.</b> 1, 8, 15, 22, 29	<b>Nov.</b> 5, 12, 19	<b>Dec.</b> 3, 10
<b>Jan.</b> 14, 21, 28	<b>Feb.</b> 4, 11, 18, 25	<b>March.</b> 3, 17, 24, 31
<b>April.</b> 7, 14, 21, 28	<b>May.</b> 19	<b>June.</b> 16

Ad deadline for each issue is Fridays at 12 p.m.

### 2) Print Advertising

Advertisement Size	Color	Black & White
Banner - Front Page	<input type="checkbox"/> \$390	<input type="checkbox"/> \$390
Back Page	<input type="checkbox"/> \$900	<input type="checkbox"/> \$900
Full Page	<input type="checkbox"/> \$775	<input type="checkbox"/> \$600
Half Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$325
Quarter Page Plus	<input type="checkbox"/> \$275	<input type="checkbox"/> \$200
Quarter Page	<input type="checkbox"/> \$250	<input type="checkbox"/> \$175
Banner	<input type="checkbox"/> \$240	<input type="checkbox"/> \$160
Small Square	<input type="checkbox"/> \$150	<input type="checkbox"/> \$100

### 3) Online Advertising

**Package:** There are three parts to an online ad package where ad images are featured: The Northern Light website, The Northern Light Facebook page, and the KRUA radio live stream. This ensures that advertisers reach at least 1,000 viewers every week at a fraction of the price of print advertising. For more information, please reach out to our Ad Manager.

Advertisement Type	Weekly
<input type="checkbox"/> Online Ad Package	<input type="checkbox"/> \$300

### 4) Discount

<input type="checkbox"/> Buy both print and online ads, get <b>50% off</b> the online ads.
<input type="checkbox"/> If you order more than 10 print ads, get them 15% off.
<input type="checkbox"/> Non-profit organizations get 10% off the total.

### 5) Price

Base Rate	Number of Ads	Discount	Total

Notes:

### 6) Agreement

Contractee/Client agrees to pay all collection fees, should it be deemed necessary by UAA to send a delinquent account to a collections service. Signature for the Contractee may personally be fiscally responsible should the Contractee/Client organization's account become delinquent. A signature of the contract says that all ad copy and information will be sent to the publication by ad deadline. We are not responsible for ad copies not received. The advertiser will be billed even if ad copy is not received, or if the publication is not notified of cancellation at least one business day prior to the Friday deadline. The Northern Light reserves the right to determine ad placement within the paper. Rates are subject to change.

Total:
--------

Printed Name	Client Authorization Signature	Date
Printed Name	TNL Advertisement Dept. Signature	Date