

Contact Information

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|---------------------------------|--|
| 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)

| | | |
|---------------------------------|------------------------------|--------------------------------|
| July. 16 | Aug. 6, 20 | Sept. 3, 10, 17, 24 |
| Oct. 1, 8, 15, 22, 29 | Nov. 5, 12, 19 | Dec. 3, 10 |
| Jan. 14, 21, 28 | Feb. 4, 11, 18, 25 | March. 3, 17, 24, 31 |
| April. 7, 14, 21, 28 | May. 19 | June. 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"/> \$355 | <input type="checkbox"/> \$355 |
| Back Page | <input type="checkbox"/> \$750 | <input type="checkbox"/> \$750 |
| Full Page | <input type="checkbox"/> \$660 | <input type="checkbox"/> \$500 |
| Half Page | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$275 |
| Quarter Page Plus | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$175 |
| Quarter Page | <input type="checkbox"/> \$215 | <input type="checkbox"/> \$150 |
| Banner | <input type="checkbox"/> \$205 | <input type="checkbox"/> \$140 |
| Small Square | <input type="checkbox"/> \$115 | <input type="checkbox"/> \$75 |

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.

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|--|--------------------------------|
| Advertisement Type | Weekly |
| <input type="checkbox"/> Online Ad Package | <input type="checkbox"/> \$100 |

4) Discount

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

5) Price

| Base Rate | Number of Ads | Discount | Total |
|---------------|---------------|----------|-------|
| | | | |
| <i>Notes:</i> | | | |

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.

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| Total: |
| Fund Number: |
| Org Number: |

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