

# 2017 TRI-COUNTY PARADE OF HOMES MAGAZINE ADVERTISEMENT CONTRACT and AGREEMENT

This **CONTRACT and AGREEMENT** is between the Franklin County Home Builders Association, Moore Printing and Graphics, and \_\_\_\_\_ (Participant). Whereas the FCHBA, Moore Printing and Graphics, and the Participant desire to enter into an agreement for the performance of publishing, marketing and advertising services in the Franklin, Granville, and Vance County 2017 TRI-COUNTY PARADE OF HOMES.

## **PURCHASE ORDER & SUBMISSIONS:**

The **ADVERTISEMENT CONTRACT and AGREEMENT** must be completed and payment in full must be received by the Franklin Co HBA office on or before AUGUST 11, 2017.

## **AD DESIGN:**

The Participant shall provide their ad to Moore Printing and Graphics subject to the specifications and file format below or Moore Printing will contract with the Participant for design services at a rate of \$ 50.00 per hour with a 1 hour minimum charge. Moore Printing and Graphics will provide a design cost estimate after receipt of ad information. The Participant shall be responsible for all design charges billed from Moore Printing and Graphics. Moore Printing and Graphics will be direct billing the Participant.

## **SPECIFICATIONS AND FILE FORMAT:**

Below is a File Guide for those wishing to design/submit their own ad for the Parade book.

- 1) CMYK art/type, NO RGB
- 2) NO Pantone Colors
- 3) Only Hi Res PDF files or post script EPS files will be accepted.
- 4) Resolution of color/grayscale art should be a minimum of 170 dpi, preferably 300 dpi; Line art preferably 600 dpi.
- 5) If questions email [chris@moorepandg.com](mailto:chris@moorepandg.com) or contact Chris at Moore Printing and Graphics, 919-821-3293, or 1.877.252.9167

The finished product size will be 8.5" x 11". Image area is 8" x 10.5"

Sizes for the ads:

FULL PAGE: Tall, Image area is 8" wide x 10.5" tall

HALF PAGE HORIZONTAL: Image area 8" wide x 5" tall

HALF PAGE VERTICAL: Image area 3.750" wide x 10.50" tall

QUARTER PAGE: Image area 3.750" wide x 5" tall

Business Card size: Image area 3.250" wide x 1.750" tall

## **PROOFS AND EDITS:**

Moore Printing will provide 2 Proofs per ad design. Additional proofs and edits will be billed to the Participant by Moore Printing.

## **INDEMNIFICATION:**

Participant/Advertiser hereby holds harmless the FCHBA and Moore Printing and Graphics from any and all Third Party Claims.

**PAYMENT:**

Payment in full for ad space is due at time of submittal to:

Franklin Co HBA  
PO Box 1061  
Youngsville, NC 27596

Additional fees for designs by Moore Printing and Graphics will be due and payable prior to printing. Ads will be pulled from publication if all fees due are not paid in full prior to printing.

**Fees paid to date will not be refunded.**

**Circle Desired AD Size**

FULL PAGE	\$ 700	FRONT INSIDE RIGHT	\$ 1000- <b>SOLD</b>
1/2 PAGE	\$ 350	FRONT INSIDE LEFT	\$ 1000- <b>SOLD</b>
1/4 PAGE	\$ 250	BACK COVER	\$ 1250- <b>SOLD</b>
BUSINESS CARD	\$ 150	BACK INSIDE RIGHT	\$ 1000- <b>SOLD</b>
		BACK INSIDE LEFT	\$ 1000- <b>SOLD</b>
		CENTERFOLD	\$ 2500- <b>SOLD</b>

**PLEASE CIRCLE ONE:**

Providing AD    OR    AD Design Needed

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Participant Name

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Participant Mailing Address

Person(s) Authorized to Approve Final AD Design

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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**Please return Signed Agreement and Payment (Checks only) to:**

**Franklin Co HBA  
PO Box 1061  
Youngsville, NC 27596**