

# EARLY Music

A M E R I C A

2366 Eastlake Avenue E, Suite 429  
Seattle, WA 98102

Attn: Patrick Nugent, Advertising Manager  
Phone: 888/SACKBUT or 206.720.6270  
Fax: 206.720.6290  
Email: ads@earlymusic.org

## Advertising Contract

Page 1 of 2

*Please reserve advertising space for us  
in the following issue(s):*

- WINTER 2008 ISSUE (Vol. 14, #4)  
*-published mid November '08*
- SPRING 2009 ISSUE (Vol. 15, #1)  
*-published mid February '09*
- SUMMER 2009 ISSUE (Vol. 15, #2)  
*-published mid May '09*
- FALL 2009 ISSUE (Vol. 15, #3)  
*-published mid August '09*

Organization \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State/Province \_\_\_\_\_ Zip \_\_\_\_\_  
Country \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_

### Display Advertising Space

**Ad size:**

- Full Page {  -Bleed  
 -NonBleed
- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- 2/3 Page
- 1/2 Page
- 1/3 Page
- 1/4 Page
- 1/6 Page
- Marketplace (formerly "Business Card")

**Color:**

- 4-Color
- Black & White

**Orientation:**

- Horizontal
- Vertical
- Square

**Rate per Ad (from Rate Card):**

4-issue rate \$ \_\_\_\_\_  
2-issue rate \$ \_\_\_\_\_  
1-issue rate \$ \_\_\_\_\_  
Display ad total \$ \_\_\_\_\_

**Initials here:** \_\_\_\_\_

### Artwork

- Rerun artwork from previous issue
- New artwork will be supplied by advertiser

**Notes/Additional:** \_\_\_\_\_

**Please complete above including initials and proceed to page 2 of 2.  
Sign and fax both pages to 206.720.6290, Attn: Patrick Nugent, Advertising Manager**

This contract is for space only. Content of ads may be changed with each issue. We understand that *Early Music America*, may void this agreement if the terms and conditions for insertion of advertising in *Early Music America* are not met.

**PAYMENT TERMS:** Advertisers must pay for their ads in advance of publication. An invoice will be issued at the time space is reserved. Payment is due when artwork materials are submitted.

**TERMS and CONDITIONS:** Placement of advertisements requires a signed *Early Music America* Advertising Contract. Purchase orders and insertions orders accepted.

**ADVERTISING AGENCIES:** Advertisers using agencies are advised that they are responsible for any debts incurred by their agencies in the advertisers' names. If an advertising agency defaults on payment or declared bankruptcy, the advertiser will pay all costs directly to Early Music America, Inc., regardless of whether it has paid the defaulting agency for the space.

**FREQUENCY DISCOUNTS:** The 4-Issue Rate described on the Rate Card applies to at least one display advertising insertion in four consecutive issues. The 2-Issue Rate described on the Rate Card applies to two out of four consecutive issues. An unfulfilled contract will revert all prior insertions to the 1-Issue Rate. Frequency discounts are not retroactive to prior advertising insertions, only current and future insertions.

**CANCELLATIONS:** Advertising cancellations only will be accepted in writing via fax or e-mail on or before the "Space Closing Dates" indicated on Rate Card. All orders are non-changeable and non-cancelable after the "Space Closing Dates." Reserved Covers are non-cancelable.

**ADVERTISING MATERIALS:** Advertising Materials are due on "Materials & Payment" closing dates indicated on Rate Card. If new advertising copy is not received by the issue's "Materials & Payment" closing dates from the advertiser, Early Music America will insert the ad that was most recently published.

**COVERS:** Reserved Covers include the Inside Front, Inside Back and Outside Back. Cover pages are available on a first-come, first-served basis.

**POSITION:** Every effort will be made to meet placement requests, but positioning other than reserved Covers cannot be guaranteed.

**CONDITIONS:** The contents of advertisements are subject to approval by Early Music America. Placement of advertising in *Early Music America* assumes agreement with all stated policies on this rate card. The publisher reserves the right to reject or cancel any advertisement, insertion order or space reservations at any time. Rates subject to change. When new rates become effective, advertisers with a signed contract will retain their existing rates for the duration of their contract.

***WE AGREE TO PLACE ADVERTISEMENT(S), AS SPECIFIED ON PAGE 1 OF 2, SUBJECT TO THE TERMS LISTED ABOVE:***

ORGANIZATION \_\_\_\_\_

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### ***METHOD OF PAYMENT***

- Please invoice us to pay by check, drawn on a U.S. bank
- VISA or Mastercard Authorization for payment

I authorize Early Music America to charge my VISA or Mastercard for payment of the contracted ad space. Credit cards are processed at the time of each issue "space closing date" at each issue.

Name as it appears on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Please complete, sign both pages (1 of 2 and 2 of 2), and fax to 206.720.6290  
Attn: Patrick Nugent, Advertising Manager**