



[www.aroundwellington.com](http://www.aroundwellington.com)

Dear Wonderful Business Owner:

Welcome to the Around Wellington Magazine online! People are going online more often for everything that they do...for reading, shopping, job hunting and social networking. Many print publications are moving toward online editions...and now *Around Wellington* has made that important move as well. We are driving new traffic to our website using several effective methods (See our *Advertiser FAQs* link), and best of all, we offer very affordable advertising rates!

## What's in it for you? Benefits of AroundWellington.com!

- **Continue to reach our Around Wellington Readers online!**
- **Your business logo or ad will appear on our home page**
- **Interactive ads! Readers can get more information about your business from just a roll-over of the mouse**
- **Your choice: either link to your website or link to your email address**
- **Be a part of our AW Super Coupon Pages with your reservation of any ad for 3x or more!**
- **Includes one feature story about your business for all 12x advertisers (AW Spotlight)**
- **Get involved in our monthly contests and draw more attention to your business!**
- **As an AW advertiser, get your special message out in our email blasts to subscribers!**
- **Take advantage of our "Menu of Marketing Services," as we move toward offering you other marketing tools**

### AroundWellington.com Website Advertising Rates per month

Ad Type	Size	12x	6x	3x
<b>Logo or text paragraph</b>	(Approximately Business card-sized)	<b>\$55</b>	<b>\$60</b>	<b>\$70</b>
<b>Top Banner Ad (Best Position)</b>	728 x 90 IMU *	<b>\$99</b>	<b>\$125</b>	<b>\$150</b>
<b>Top Right Corner Ad</b>	(Approximately Business card-sized)	<b>\$80</b>	<b>\$90</b>	<b>\$99</b>
<b>Ad Design Fees</b>	<b>Top Banner Ads: \$80.</b> <b>Logo ads: \$40.</b> <b>Additional charge applies for all animated ads.</b>			

\* To see actual sizes of ads, Google search "IAB Standards." For the Top Banner Ad, see current Top Banner Ad at [www.aroundwellington.com](http://www.aroundwellington.com).

If you design it, we waive the ad design fee. If one of our graphic artists designs your ad, the ad design fee is charged. After initial set up of the ad, additional design work is charged at \$40 per hour.

**Note:** Logo Ad and Text Ad Positions will be rotating in random order, upon each refresh of the page. The Top Banner Ad will be rotated with 4 advertisers maximum. The Top Right Corner ad is shared by two advertisers maximum. The top banner ad can also be reserved by exclusively just one advertiser at a premium.

**Advertisers:** Please contact us by **the 15<sup>th</sup> of the month prior to publication** with your online advertising reservations (by January 15<sup>th</sup> for February, etc.). See our *Advertiser FAQs* page for further details.

We appreciate your business!! Please feel free to call with any questions.

All the best,

**Krista Martinelli, *Editor* ■ Phone: (561) 965-6617 ■ Fax: (561) 965-6297**

**Email: [aroundwellington@earthlink.net](mailto:aroundwellington@earthlink.net) ■ Visit [www.aroundwellington.com](http://www.aroundwellington.com)**

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**(See Online Advertising Space Reservation Form on Next Page.  
See Credit Card Authorization Form on Last Page.)**

**ONLINE AD SPACE RESERVATION FORM**

Phone: (561) 965-6617 Cell: (561) 389-0252  
 Email: [aroundwellington@earthlink.net](mailto:aroundwellington@earthlink.net) Fax: (561) 965-6297

<b>Advertiser Information:</b>	
Business Name: _____	Website: _____
Contact Person: _____	Referred by: _____
Address: _____	
City/State/Zip: _____	
Phone: _____	Cell: _____
Email: _____	Fax: _____

Number of Insertions	Ad Type	Months of Ad	Ad Unit Price	Total Price
<b>SUB-TOTAL</b>				
<b>Artwork Design Charge</b>				
<b>TOTAL AMOUNT DUE UPON ARTWORK APPROVAL</b>				
Credit Card on File? Yes / No.	Monthly Amount:	Please bill me:		Quarterly <input type="checkbox"/>
				Monthly? <input type="checkbox"/>

Special Instructions
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*Around Wellington* Magazine Online is published by *Around Wellington, LLC* and is targeted to the areas of Wellington, Royal Palm Beach and other surrounding areas. The population in Wellington is estimated at approximately 55,000, with an annual household income averaging over \$90,000. Anyone can subscribe to our email list for FREE by going to [aroundwellington.com](http://aroundwellington.com) and then "Subscribe."

**Closing Dates-** Materials and payment must be received **by the 15th** of the month PRIOR to the month of publication, (i.e. Jan. 15th for a February issue). In the event advertising space is ordered and new advertising materials are not received by the deadline, *Around Wellington, LLC* reserves the right to run a previous ad of equal size. **No cancellations will be accepted after the space reservation closing date indicated for each issue. Advertiser is responsible for payment of ads that were unsuccessfully canceled.**

**Ad Positions-** All logo and text ads are rotated upon a "Refresh" of the page at random.

**Advertising Copy** – Advertising is accepted subject to publisher approval and may be rejected at publisher’s discretion. Advertisers and their agents are liable for the content of advertisements and any claims arising from them. Publisher shall not be liable for ad content.

**Payment Policy-** All advertisers must submit payment with artwork approval unless payment terms have been established. Payment must be made at time of artwork approval and/or submission. The expense of any collection activity or returned checks shall be borne by the delinquent advertiser and shall include bank fees, court costs, attorney fees and costs, and assignment costs. **We offer 5% OFF for payment in advance for 6 months or more (or for payment in advance in full).**

**Cancellation Policy** - The ad space reservation form is a signed contract. However, if it becomes necessary to cancel an ad, the cancellation must occur by the 15<sup>th</sup> of the month prior to publication (for example, January 15 for the February issue). Any past due balance shall be payable; and a cancellation fee of **one additional month** is due at the time of cancelling the contract. *Around Wellington*® Magazine will not publish ads that have been cancelled.

**Artwork Submission & Approval-** Advertiser must submit artwork in proper dimensions for selected ad size. For ads created by **Around Wellington, LLC:** Publisher shall not be liable for errors or omissions in advertisement, as Advertiser must approve all advertising copy before publication. For ad updates, an ad design rate of \$40 per hour will be charged.

**Publisher Liability-** The Publisher shall not be liable for any failure to publish all or any portion of the issue in which an advertisement is contained if such failure is due to occurrences beyond the Publisher’s control. Failure by Publisher to publish an advertisement invalidates this contractual order but shall not constitute a breach of contract. Advertisements omitted from any particular issue or issues shall be compensated for through make-ups or rate adjustments.

*I have read and understand the advertising rates and data for the Around Wellington Magazine and agree to abide by all stated.*

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Around Wellington Representative Date: \_\_\_\_\_

**We accept Visa, MC and American Express. Please fill out credit card authorization form to pay by credit card. Make Checks Payable to: [Around Wellington, LLC](http://www.aroundwellington.com).** Please mail completed insertion order & check to:  
***Around Wellington***, Attn: Krista Martinelli, 6243 Sand Hills Circle, Lake Worth, FL 33463.

**Dear Around Wellington® Online Advertiser,**

For credit card payments, please fill out the following form and fax back to **561-965-6297**. Your card will be charged between the 15<sup>th</sup> and the 20<sup>th</sup> of the preceding month of publication. For example, between January 15<sup>th</sup> to 20<sup>th</sup> for the February issue. If you pay quarterly, your card will be charged on a quarterly basis. For payments of 6 months or more, a 5% discount is offered. Thank you!

**Part I. Security for In-House Credit Agreement**

Type of Card: \_\_\_\_ Visa    Mastercard \_\_\_\_    American Express \_\_\_\_\_

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

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

3-Digit V-Code on back of card (for AmEx 4-digit code on front) \_\_\_\_\_

Name as it appears on Card:

\_\_\_\_\_

Name of Business:

\_\_\_\_\_

Credit Card Billing Address:

\_\_\_\_\_

I \_\_\_\_\_ understand and hereby authorize *Around Wellington®* to charge my credit card for services rendered on my account. All charges subject to final audit or revision by *Around Wellington*.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Part II :**

My credit card can be used to secure my account. If my account or company account becomes 30 days past due, I understand and agree that *Around Wellington* has the right to charge this credit card for all balances due on my account. This agreement will be in effect for as long I carry a balance and I agree to send any updated information for my credit card such as expiration date or change of credit card.

I hereby irrevocably authorize *Around Wellington* to debit all such unpaid amounts, against any credit card used by you for any payments or deposits. All charges are subject to final audit or revision by *Around Wellington*.

I \_\_\_\_\_ understand and hereby authorize *Around Wellington*, to execute Part II of this agreement if my account becomes past due.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_