

# 2018 RVG Advertising Rates



	OPEN RATE 1 MONTH	PER MONTH 3 MONTH	PER MONTH 6 MONTH	PER MONTH 12 MONTH	
<b>PRINT</b>	Full Page	○ \$ 1,250.00	○ \$ 1,100.00	○ \$ 990.00	○ \$ 880.00
	Double Page Spread	○ \$ 2,250.00	○ \$ 1,800.00	○ \$ 1,600.00	○ \$ 1,400.00
	Half page	○ \$ 800.00	○ \$ 700.00	○ \$ 630.00	○ \$ 560.00
	Quarter Page	○ \$ 550.00	○ \$ 450.00	○ \$ 400.00	○ \$ 350.00
	Banner	○ \$ 550.00	○ \$ 450.00	○ \$ 400.00	○ \$ 350.00
<b>COVERS</b>	Inside Front Cover	○ \$ 1,650.00	○ \$ 1,500.00	○ \$ 1,350.00	○ \$ 1,200.00
	Inside Back Cover	○ \$ 1,650.00	○ \$ 1,500.00	○ \$ 1,350.00	○ \$ 1,200.00
	Outside Back cover	○ \$ 2,500.00	○ \$ 2,200.00	○ \$ 1,980.00	○ \$ 1,760.00
<b>WEB</b>	Main Banner	○ \$ 460.00	○ \$ 400.00	○ \$ 345.00	○ \$ 300.00
	Home Page Banner	○ \$ 380.00	○ \$ 330.00	○ \$ 285.00	○ \$ 250.00
	Events Banner	○ \$ 330.00	○ \$ 285.00	○ \$ 250.00	○ \$ 220.00
	Calendar Banner	○ \$ 330.00	○ \$ 285.00	○ \$ 250.00	○ \$ 220.00
	Sections Banner	○ \$ 330.00	○ \$ 285.00	○ \$ 250.00	○ \$ 220.00
<b>AD DESIGN</b>	<b>FULL PAGE</b>	○ \$ 350.00	<b>HALF PAGE</b>	<b>QUARTER PAGE</b>	<b>BANNER</b>
			○ \$ 235.00	○ \$ 175.00	○ \$ 175.00
<b>TOTAL</b>					

business name .....

contact name ..... ℓ ..... @ .....

billing contact ..... ℓ ..... @ .....

complete address .....

amount per month ..... from ..... to .....

Notes

\_\_\_\_\_  
Client name

\_\_\_\_\_  
Client signature

\_\_\_\_\_  
healthy account executive

## AGREEMENT

This agreement is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between Healthy Miami and/or Healthy Valley Magazine and/or HEALTHY, LLC. and \_\_\_\_\_(advertiser) for the purchase of advertising space in Healthy Magazine's monthly publication. As the authorized representative of the advertiser, I, \_\_\_\_\_, hereby agree on this behalf to purchase advertising in the Healthy Magazine monthly publication, in accordance with the terms specified below.

### CONTRACT, COPY & RATE POLICIES

Advertisers and their advertising agencies will identify and hold Healthy Miami, Healthy Valley Magazine and/or HEALTHY, LLC harmless against any claim, suit, loss or expense, regardless of nature or basis that might arise from advertisements published. We reserve the right to hold the advertiser and the advertising agency jointly and severally liable for monies due to us. The publisher does not accept sequential liability and expects the advertiser and agency to be bound by the payment terms on the Healthy Magazine advertising rate sheet, on the advertising contract, and on the advertising insertion order. No conditions, printed or otherwise, appearing on the insertion order, billing instructions, or copy instructions, which conflict with Healthy Magazine's stated policies, and/or contract and copy stipulations shall be binding on Healthy Magazine.

### LIABILITY

The liability of Healthy Magazine for any error, omission, or delay for which it may be held responsible shall in no event exceed the cost of space paid for by such individual advertisement.

### RATE PROTECTION

We will protect contract advertisers against rate increases for 11 months following their first insertion. Any advertisement within that period may be combined for frequency discount.

### CANCELLATION & AUTOMATIC REPEATS

No cancellations can be accepted after the published closing date. Special placement ad reservations are non-cancelable. Without material or instructions, we reserve the right to repeat the contract advertiser's latest ad of the same size.

### RIGHT OF REJECTION

Healthy Magazine reserves the right to reject any advertising considered objectionable or not in the best interest of the policies and positions of Healthy Magazine/ Healthy, LLC.

### COMMISSION

A stipulated commission of the gross bill is allowed to accredited advertising agencies on space, color, and placement, provided the account is paid in full within 30 days of invoice date. No cash discounts. If charges due to the publisher are not paid promptly, the publisher may collect said charges from advertiser, and agency shall execute all necessary assignments. In addition, the publisher may hold the advertiser and its agency jointly and severally liable for all sums due payable to the publisher.

### SERVICE CHARGE

A service charge of 1.5% per month (18% annual percentage rate) will be added to all charges 30 days or more past due. If necessary, any legal or collection agency fees incurred in collection efforts will be added to charges due.

### PLACEMENT

Healthy Magazine gives no assurance for ad location, but will make every attempt to place the ad in the best possible location for the benefit of the advertiser and the betterment of the publication.