



Council of Insurance Brokers of Greater New York, Inc. 2010 Advertising Contract

This agreement is made between _____ (hereinafter referred to as advertiser) and CIBGNY, the publisher of CIBGNY News, on this ____ day of _____, 20____.

Advertiser agrees to pay to CIBGNY the set sum of money as noted in the “advertising contract specifications” portion of this agreement, and in return CIBGNY agrees to publish advertiser’s advertisements as noted in the “Advertising contract specifications” section of this agreement, subject to the following conditions.

Payment

Advertiser agrees that its ad will not appear in any issue of CIBGNY News unless CIBGNY has received the ad by the applicable deadline:

- (1) any and all required payments as noted in the “Advertising contract and specifications” portion of this agreement, and
- (2) a completed copy of this agreement

Discounts

CIBGNY does not honor advertising agency commissions or cash discounts. All rates are net.

Refusal of advertisement

CIBGNY reserves the right to refuse any advertisement which is not in accordance with its publishing guidelines or which is considered to be illegal. In the event that CIBGNY refuses a specific advertisement, all materials previously submitted to CIBGNY for that advertisement will be returned to the advertiser.

Hold harmless

As between advertiser and CIBGNY, advertiser agrees that it will assume all responsibility for any and all advertisements published by CIBGNY and the advertiser will indemnify and hold harmless CIBGNY for any and all claims relating to such advertisement(s), including but not limited to, tort, copyright, photographic or trademark actions.

Law to be applied

It is agreed as between advertiser and CIBGNY that this agreement is governed by the law of New York State.

(Signed for advertiser)

(Signed for CIBGNY)

(Date)

(Date)



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1) Check size of advertisements desired

Ad Size	Width (in.)	Depth (in.)	1x rate	2x rate (total)	3x rate (total)
Two-page spread	16	10	\$625	\$1025	\$1575
Full page	7 1/2	10	\$200	\$ 325	\$ 450
Full page Inside Front/Back Cover	7 1/2	10	\$425	\$ 775	\$1075
1/2 pg. (full width)	7 3/8	4 3/4	\$175	\$ 275	\$ 400
Classified Listing	2	2	\$ 50	\$ 75	\$ 100

2) Issues & Deadlines on a fiscal year from the issuance of the contract:

Spring- deadline: March 30
2nd Trimester – deadline: July 31

3) Advertiser Contact Information:

Name _____ Phone (_____) _____

Title _____ Fax (_____) _____

Company name _____

Address _____

City _____ State _____ ZIP _____

E-mail address: _____

4) Artwork (Check one)

PDF files. (All grayscale images must be 266 dpi or greater. Line art must be 600 dpi. All fonts must be embedded).

Please email all artwork to Lynn Fischler at lfischler@taifp.com

If you would like an ad designed for you, send copy and logo with this contract. Ad design is \$150 additional.

* Ads that require insertion of additional copy, or cannot be reproduced as is, will be surcharged.

5) Payment (Check one)

Amount: \$ _____ + \$ _____ ad design charge = \$ _____

Check enclosed payable to CIBGNY

Or Charge my credit card: Visa MasterCard American Express

Print cardholder name: _____

Cardholder signature: _____

Credit Card # _____

Exp Date _____

CVV Visa Cards – 3 digits on back of card _____

6) Advertiser signature: _____