



DENTON BENEFIT LEAGUE
P.O. Box 725 • Denton, Texas 76202

2010 TABLOID CHAIRMAN
Amanda Crocker • (940) 566-6809
acrocker@dentonrc.com

ADVERTISING CONTRACT 2010 TABLOID

DBL REPRESENTATIVE: _____ PHONE: _____

PURCHASE AUTHORIZED BY: _____ DATE: _____

(Name of advertiser or advertiser representative)

AUTHORIZATION: In person By phone Other _____

Name of advertiser as it should appear in ad: _____

Contact Person: _____

Address of Advertiser: _____

City: _____ Zip: _____

Billing Address: (if different from above) _____

Phone: (work) _____ (home) _____

E-mail: _____ Fax: _____

Ad Size: (payment is non-refundable)		
size	orientation	price
<input type="checkbox"/> 1/4 page	vertical	\$225
<input type="checkbox"/> 1/2 page b/w	horizontal	\$350
<input type="checkbox"/> 1/2 page color	horizontal	\$425
<input type="checkbox"/> full page b/w	vertical	\$525
<input type="checkbox"/> full page color	vertical	\$800

Photographer:

will use DBL participating photographer

(name of photographer)

will furnish own photo

will donate ad for DBL use

DBL Member Underwriter

Payment: Received with contract Bill Nov. 1 Bill Jan. 1

Make checks payable to Denton Benefit League.

Comments:

*The photographers are not paid for the photographs they provide to the Benefit League. They are donating their time and talent to support Denton Benefit League's charitable activities.

The purchase of an ad entitles the advertiser OR his/her designee to purchase a ball reservation for one couple at the advertiser rate. For full-page ads, two couples shall be entitled to the advertiser rate.

Invitation Recipient:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____

Second Invitation Recipient: (full page ads only)

Name: _____
Address: _____
City: _____ State: _____ Zip: _____

TERMS

PUBLICATION: The Denton Benefit League tabloid will be published April 18, 2010 as a supplement to the *Denton Record-Chronicle*.

PAYMENTS:

- Unless otherwise specified on the contract, payment is due in full at time of contract. Delayed billing is available as indicated above. For delayed billing, payments are due within 30 days of billing date. **All payments are non-refundable.**
- The half-page price does not satisfy the charge for insertion of two quarter-page ads per advertiser; likewise, the full-page price does not satisfy the charge for insertion of two half-page ads.

PHOTO GUIDELINES:

- The cost of the ad includes the photographer's sitting fee IF a participating photographer is used AND the appointment for the sitting takes place by November 21. For sittings after November 21, a sitting fee may be charged by the photographer. **It is the advertiser's responsibility to schedule the sitting.**
- Denton Benefit League reserves the right to publish the picture of its choice if advertiser's picture has not been received by January 14, 2010 or if it does not meet the Denton Benefit League photo guidelines stated below.
- All pictures must be portrait type and must include at least one person.
- Photos should not contain overt advertising. Restrictions also apply concerning signage or other forms of business identification, with the exception of pocket logos on shirts.
- For half-page ads, photos must be horizontal orientation; for all other ads, photos must be vertical orientation.