



Florida Manufactured Housing Association, Inc.

NEWSLETTER ADVERTISING CONTRACT

This is a: [] NEW AD [] RENEWING AD ([] Using same artwork OR [] New artwork)

Number of issues to run: _____ Start Date: _____

Size of display ad: 1/4-page 1/2-page Full page Flyer Insert (circle one)

Classified Ad: Member Non-Member (circle one)

Please see the attached rate sheet for prices. Note separate price for non-members. You must be a member in good standing to receive member rates. If a different size ad or number of issues is desired other than what is listed, please contact FMHA for a special quote.

Date: _____ Company Name: _____

Contact Name: _____

Billing Address: _____

City, State, Zip: _____

Contact Phone: _____

Advertisers must conform to the attached Advertising Requirements. FMHA does not pay advertising agency commissions. Advertiser agrees to pay the rates as set forth by the FMHA. Advertisements must be received according to space reservation and deadline requirements as set forth by FMHA (See advertising deadlines attached).

As publisher, FMHA reserves the right to decline advertisements for any reason it deems sufficient. Advertiser assumes liability, agrees to hold publisher harmless, and agrees to indemnify publisher, including attorney's fees and costs incurred by publisher, for all claims based on advertising published, including claims or suits for libel, violation of right of privacy, plagiarism and copyright or trademark infringement. Acceptance of advertising does not in itself constitute recommendation or endorsement of advertiser's firm or product by the publisher. If legal action is necessary for collection or other causes, advertiser agrees to pay all attorney fees and court costs.

By signing below, you hereby acknowledge that you have read the Newsletter Advertising Contract and Advertising Requirements and understand and agree to the terms within.

Signature: _____ Title: _____

Printed Name: _____ Date: _____

(Please return a copy of the signed advertising contract with electronic artwork. See attachment for artwork requirements.)

ADVERTISING REQUIREMENTS

General Information:

The FMHA Newsletter is the only current publication in Florida aimed specifically at those involved in the manufactured housing industry. It is the official publication of the Florida Manufactured Housing Association, which serves over 750 manufacturer, retailer, developer, filled park, service and supply firm, and finance and insurance firm members.

Issue and Closing Dates:

The Newsletter is published approximately by the 8th day of each month. All ads must be received no later than the 23rd of the prior month. Ad orders may not be cancelled after this deadline has passed.

Billing Information:

A check or credit card payment in advance is preferred, however, it is FMHA's policy to extend credit and invoice members in good standing for their ads after the Newsletter has been published. FMHA reserves the right to ask for pre-payment of ads from non-members.

Advertising Requirements:

Ads need to be high resolution in .pdf or .jpg files. One or more colors is no additional charge unless special circumstances require additional fees. Advertiser will be notified before publication.

Advertisers are responsible for verifying that FMHA has received the artwork file. FMHA will attempt to position ads per advertisers' requests, but we cannot always guarantee that a position will be available.

CLASSIFIED ADVERTISING

Members: 60 words or less - \$75.00 (If more than 60 words, a display ad is required)

Non-Members - 60 words or less \$150.00 (If more than 60 words, a display ad is required)

FMHA reserves the right to ask for pre-payment of ads from non-members.

Disclaimer: FMHA reserves the editorial right to not publish advertising material it deems inappropriate.

ADVERTISING RATES

ALL RATES ARE PER ISSUE, DEPENDING ON THE NUMBER OF ISSUES CONTRACTED.

	Ad Size	Number of Issues			
		1-3	4-6	7-9	10-12
Members	Full Page	310	290	275	255
	Half Page	185	175	165	155
	Quarter Page	120	115	110	105
	Eighth Page	75	71	68	64
Non-Members	Full Page	635	600	570	540
	Half Page	380	360	340	320
	Quarter Page	250	235	225	210
	Eighth Page	160	150	140	130

AD SPECIFICATIONS

Printed Newsletter Advertising Space Sizes:

Full Page 7-1/2" wide by 9-7/8" tall

Half Page (Horizontal) 7-1/2" wide by 4-3/4" tall

Half Page (Vertical) 3-3/4" wide by 9-7/8" tall

Quarter Page 3-3/4" wide by 4-3/4" tall

Eighth Page 3-3/4" wide by 2-1/4" tall

Note: Electronic newsletter ads will be proportional to these sizes but may vary.

Artwork Submission Requirements:

Must be saved in a JPEG, TIF, or PDF format and electronically delivered to elisabeth@fmha.org.

Email or call Elisabeth at (850) 907-9111 with any questions you may have.