



Advertising Agreement

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

TEL _____

FAX _____

EMAIL _____

I agree to purchase display advertising in the monthly publication SOUL of Virginia as specified in the written description and based on the enclosed payment terms.

Authorized Signature (required) _____ date _____

SOUL is published six times a year and covers a diversity of topics ranging from travel to cultural heritage, entertainment to attractions, and history and happenings in the Commonwealth of Virginia. We seek to be the essential source for the African American cultural experience in Virginia.

FULL PAGE **7 x 10**
(BW) \$1,200 (Color) \$1,500

PAGE BLEED **8 1/8 x 10 3/8***
(BW) \$1200 (Color) \$1,600

HALF VERT. **3 3/8 x 10**
(BW) \$650 (Color) \$875

HALF HORIZ. **7 x 4 7/8**
(BW) \$650 (Color) \$875

QUARTER HORIZ. **7 x 2 3/8**
(BW) \$350 (Color) \$550

QUARTER VERT. **3 3/8 x 4 7/8**
(BW) \$350 (Color) \$550

EIGHTH VERT. **3 3/8 x 2 3/8**
(BW) \$175 (Color) \$375

EIGHTH HORIZ. **7 x 1 1/8**
(BW) \$175 (Color) \$375

Mechanical Specifications

ACCEPTABLE ELECTRONIC FILES
Media: CD or 100 MB Iomega Zip Drive disk.

FILE FORMAT: A. Macintosh Only Quark Xpress 4.01, B. Adobe Illustrator 7.0 (text converted to paths), C. EPS Graphics, D. Photoshop v 5.0 (tiff).

FONTS: All screen fonts, all printer fonts.

Payment Terms

Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum).

Net 30 days. Bills are rendered within one week after the issue has been mailed.

Any advertiser whose account is more than thirty (30) days past due may not advertise in the current issue or any future issue unless the account is paid in full.

Any accounts thirty (30) or more days past due are subject to collection. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or advertising agency jointly liable for the monies that are due and payable to the publisher.

Insertion orders generated by advertising agencies containing payment disclaimer clauses will not be acknowledged.

Cancellations after the published closing date will not be accepted and the advertiser is liable for the cost of scheduled advertisement.

A service charge of one and one-half percent (1 1/2%) per month will be added to each balance unpaid after 15 days.

Accounts of new advertisers with no previous credit history with the publisher shall be prepaid by the space order deadline. The publisher reserves the right to decline acceptance of any advertisements for which prepayment has not been received on or before the material deadline.

SOUL of Virginia

Kent Ruffin, Publisher
P.O. Box 12171
Richmond, VA 23241-0171
804.340.0100 (VM/FAX)
editor@ahava.org

Size	Specifications	Schedule	Cost
TOTAL			