

# The Dala Monthly

P.O. BOX 694

KINGSBURG, CA 93631

## ADVERTISING CONTRACT

### ADVERTISER INFORMATION

NAME OF COMPANY/ORGANIZATION

CONTACT

TITLE

STREET

CITY

STATE

COUNTRY

ZIP CODE

PHONE

FAX

EMAIL ADDRESS

### AUTHORIZATION

I agree to the terms and conditions as described  
on pages 1 and 2 of this agreement

AUTHORIZED SIGNATURE

TITLE

DATE

### ACCEPTED BY THE DALA MONTHLY

AUTHORIZED SIGNATURE

TITLE

DATE



### ISSUES TO ADVERTISE

<input type="checkbox"/>	JAN	<input type="checkbox"/>	JULY
<input type="checkbox"/>	FEB	<input type="checkbox"/>	AUG
<input type="checkbox"/>	MAR	<input type="checkbox"/>	SEPT
<input type="checkbox"/>	APRIL	<input type="checkbox"/>	OCT
<input type="checkbox"/>	MAY	<input type="checkbox"/>	NOV
<input type="checkbox"/>	JUNE	<input type="checkbox"/>	DEC

### AD SIZES (see page 2 for dimensions)

<input type="checkbox"/>	ULTRA FULL PAGE	<input type="checkbox"/>	1/8 PAGE HORIZ
<input type="checkbox"/>	FULL PAGE	<input type="checkbox"/>	1/8 PAGE VERT
<input type="checkbox"/>	1/2 PAGE	<input type="checkbox"/>	1/16 HORIZ
<input type="checkbox"/>	1/4 PAGE HORIZ	<input type="checkbox"/>	SPECIAL
<input type="checkbox"/>	1/4 PAGE VERT		

### COLORS

<input type="checkbox"/>	COLOR (CMYK 170 DPI)
<input type="checkbox"/>	BLACK AND WHITE (GRAYSCALE 170 DPI)

### MATERIALS INSTRUCTION

<input type="checkbox"/>	ELECTRONIC FILES ATTACHED/ENCLOSED
<input type="checkbox"/>	ELECTRONIC FILES ARRIVING SEPARATELY

EMAIL FILES TO DALAMONTHLY2023@GMAIL.COM

### PAYMENT INFORMATION

GROSS AD COST FOR TERM: \_\_\_\_\_

LOYALTY DISCOUNT (\_\_\_\_): \_\_\_\_\_

OTHER DISCOUNT(\_\_\_\_): \_\_\_\_\_

**TOTAL NET DUE:** \_\_\_\_\_

### TERMS

<input type="checkbox"/>	PAID IN FULL AT BEGINNING OF TERM
<input type="checkbox"/>	PAID MONTHLY (ON OR BEFORE THE 5TH)
<input type="checkbox"/>	OTHER:

**PLEASE REMIT TO:** THE DALA MONTHLY  
P.O. BOX 694  
KINGSBURG, CA 93631  
DALAMONTHLY2023@GMAIL.COM  
TEL: 559-355-8426

# The Dala Monthly

P.O. BOX 694

KINGSBURG, CA 93631

## ADVERTISING CONTRACT (page 2)

### AGREEMENTS

- <sup>1</sup> It is assumed that advertisers have read this contract and agree to its conditions without any further contract or notice.
  
- 2 The Dala Monthly reserves the right to review and consider rejection of any advertising.
  
- <sup>3</sup> The Advertiser assumes liability for all content, including text and illustrations of advertising published.
  
- 4 All advertising copy that might be mistaken for an article, commentary, or other non advertising material must be clearly marked "advertisement." The Dala Monthly reserves the right to so mark all ad materials.

### 2023 BASELINE AD PRICING (PER MONTH):

	COLOR	BLACK & WHITE	AD DIMENSIONS
ULTRA FULL PAGE	\$ 850.00	\$ 800.00	10.34" x 15.375"
FULL PAGE	\$ 650.00	\$ 600.00	10.34" x 13"
1/2 PAGE	\$ 450.00	\$ 400.00	10.34" x 6.5"
1/4 PAGE HORIZ	\$ 250.00	\$ 200.00	6.85" x 4.75"
1/4 PAGE VERT	\$ 250.00	\$ 200.00	5" x 6.5"
1/8 PAGE HORIZ	\$ 150.00	\$ 100.00	5" x 3.2"
1/8 PAGE VERT	\$ 150.00	\$ 100.00	3.35" x 4.75"
1/16 HORIZ	\$ 75.00	\$ 50.00	2" x 3"