

LLAMA LIFE II

5232 Blenheim Road, Charlottesville, VA 22902
Phone: 804-286-2288 • Fax: 804-286-4983

Advertising Space Reservation Agreement

Yes, I want to advertise in Llama Life II. Please reserve space for my advertisement as follows:

Advertiser's Name: _____ E-mail: _____
Ranch Name: _____
Advertiser's Address: _____ Web address (URL): _____
City, State and Zip: _____
Telephone: _____ Fax: _____ Yes, please include my URL in the directory.
(free with a display ad of a business card or larger)

Advertisement Size (w x h) :

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Full Page 10" x 16" | <input type="checkbox"/> 1/2 Page 7.5" x 10" | <input type="checkbox"/> 1/4 Page 4.875" x 7.5" | <input type="checkbox"/> 1/6 Page 4.875" x 4.875" |
| <input type="checkbox"/> 1/3 Page 10" x 4.875" | <input type="checkbox"/> 1/2 Page 10" x 7.5" | <input type="checkbox"/> 1/4 Page 7.5" x 4.875" | <input type="checkbox"/> 1/6 Page 2.375" x 10" |
| <input type="checkbox"/> 1/3 Page 4.875" x 10" | <input type="checkbox"/> 1/2 Page 4.785" x 15.5" | <input type="checkbox"/> 1/4 Page 2.375" x 15.5" | <input type="checkbox"/> 1/6 Page 10" x 2.375" |
| <input type="checkbox"/> 2/3 Page 10" x 10" | <input type="checkbox"/> 1/8 Page 2.375" x 7.5" | <input type="checkbox"/> Business Card | <input type="checkbox"/> Classified |
| <input type="checkbox"/> *Centerfold | <input type="checkbox"/> 1/8 Page 7.5" x 2.375" | <input type="checkbox"/> Web Listing (URL Directory) | |
| <input type="checkbox"/> *Outside Back Cover | <input type="checkbox"/> 1/8 Page 4.875" x 3.75" | <input type="checkbox"/> Custom size: _____ (call for rate) | |
| <input type="checkbox"/> *Inside Back Cover | <i>*Call ahead for availability.</i> | | |
| <input type="checkbox"/> *Inside Front Cover | | | |

The artwork/advertisement will be sent as:

- Camera Ready Art (negative) Camera Ready Art (positive)
 Electronic Art Ad materials to be put together by LLII.

Total Number of Insertions (circle one): **1** **2** **3** **4** **Other** ____ Rate per Insertion: _____

Please run my ad in the following issue(s): _____

Total amount due for all insertions: _____

Payment Schedule

Payment Due on or Before the Date of Deadline

Amount Due on or Before February 15 (Spring Issue) Year ____: _____ Check # _____
Amount Due on or Before May 15 (Summer Issue) Year ____: _____ Check # _____
Amount Due on or Before August 15 (Autumn Issue) Year ____: _____ Check # _____
Amount Due on or Before November 15 (Winter Issue) Year ____: _____ Check # _____

Additional Terms:

1. Camera ready art and payment must be received by ad deadline. If not, publisher may nevertheless charge for reserved space or add a 10% surcharge if the ad runs in the issue.
2. Publisher reserves the right to reject unacceptable, slanderous or distasteful advertising and to clearly label as "Advertisement" any copy that simulates editorial comment.
3. Advertisers may change content (but not size) of each ad in successive issues and obtain multiple use rate. The substitute ad copy must be received by ad deadline, or the prior ad will run.
4. Additional charges for special effects, such as overprinting, screening, etc. will be billed and advertiser agrees to pay same within 30 days of billing.
5. If publisher is forced to file collection lawsuit, advertiser consents to jurisdiction and venue with the courts in and for Charlottesville, Virginia, and agrees to pay reasonable attorney's fees and costs.
6. Signed contracts are binding. All reserved space must be paid-in-full. Cancellations do not release the advertiser from the payment schedule agreement.

DATE: _____ SIGNATURE: _____