

P O Box 160 • Lakewood, CA 90714
 24 Lakewood Center Mall • Lakewood, CA 90712
 (562) 531-9733 • Fax (562) 531-9737
 Email: advertise@lakewoodchamber.com
www.lakewoodchamber.com

Circulation: 30,000 +
Lakewood (90712, 90713, 90714, 90715), & portions of Long Beach

Size	1 Month	Member	3 Months	Member	6 Months	Member	9 Months	Member	12 Months	Member
Full	1,900.00	1,520.00	1,800.00	1,440.00	1,700.00	1,360.00	1,600.00	1,280.00	1,500.00	1,200.00
1/2	1,000.00	800.00	950.00	760.00	900.00	720.00	850.00	680.00	800.00	640.00
1/4	500.00	400.00	475.00	380.00	450.00	360.00	425.00	340.00	400.00	320.00
1/8	250.00	200.00	240.00	192.00	225.00	180.00	215.00	172.00	200.00	160.00
1/16	150.00	120.00	130.00	104.00	120.00	96.00	110.00	88.00	100.00	80.00
Business Card Size	95.00	76.00	90.00	72.00	85.00	68.00	80.00	64.00	75.00	60.00
Classified Ads (per column inch)	20.00	*	20.00	*	20.00	*	20.00	*	20.00	*
Inserts – 10,000 minimum	50.00/M	35.00/M								

4 Color (when available) – Full Page—\$100.00 • 1/2 page—\$75.00 • 1/4 page—\$50.00 • 1/8 page—\$25.00 • 1/16 page & Business Card—\$15.00.

- A Chamber Business Membership in good standing receives a 20% discount on all advertising *plus 4 free help wanted listings.
- 12% discount for a 12 month pre-paid **business ad** (Chamber members only).
- Non conforming ads will be billed at the rate of \$24.00 per column inch (1-7/8" x 1" = 1 column inch).
- Position requests subject to 20% surcharge, otherwise position is not guaranteed.

Mechanicals

	Width		Depth
Full Page	10"	X	15"
1/2 Page – vertical	8"	X	10"
– horizontal	10"	X	7-1/2"
1/4 Page – vertical	3-7/8"	X	10"
– horizontal	8"	X	5"
– horizontal	10"	X	4"
1/8 Page – vertical	3-7/8"	X	5"
– horizontal	5-7/8"	X	3-1/4"
1/16 Page – vertical	1-7/8"	X	5-1/2"
– horizontal	3-7/8"	X	2-3/4"
Business Card Ad			
– vertical	1-7/8"	X	4"
– horizontal	3-7/8"	X	2"

Column width is 1-7/8 inches. Each page is 5 columns wide. All camera ready art should be 85 line screen for halftones, and should adhere to all listed specifications. The monthly deadline for advertising submittal is the 15th of the preceding month, for camera ready art and the 10th for space reservations, that the ad is to appear.

Terms for advertising are cash with copy unless prior credit arrangements have been approved by the publisher. With approved credit, terms are net 30 days. Unpaid balances are subject to a 1% per month service fee. Penalties will be assessed for ANY changes made during the contract period without prior written approval.

Terms: _____ advertiser's initials

Insertion Order

Advertiser _____ Contact _____ Title _____
 Address _____ City _____ Zip _____
 Email _____ Web Site _____
 Phone _____ Fax _____ Chamber Member _____ Yes _____ No _____
 Number of Insertions _____ Beginning _____, 200 _____ through _____, 200 _____
 Display Ad Size _____ Check # _____ Approved _____
 Total Advertisement Agreement Price due and payable is \$ _____ payable at the Monthly Rate of \$ _____
 Advertisers Signature _____ Sales Rep _____ Date _____

Said monthly payment is due by the 15th day of the month preceding the next monthly publication date, otherwise, the advertisement will not be published.

Advertising Agreement

The below signed business (hereinafter referred to as ADVERTISER) agrees to purchase display advertising in the LAKEWOOD COMMUNITY NEWS (hereinafter referred to as THE LCN), which is distributed to Lakewood (90712, 90713, 90714, 90715), Long Beach (90807, and portions of 90808). This advertising is described on the back of this agreement in the Insertion Order.

(NOTE: THE LCN reserves the right to revise its rates to adjust for increase in circulation and printing or distribution increases. Contracts will be guaranteed thirty (30) days protection on current rates. Any ADVERTISER receiving a Chamber Member Rate must keep Chamber Membership current or be subject to immediate change to non-member rates of advertising. Past Due Accounts are subject to a service charge of 1% per month (12% per annum).

Upon failure or neglect of ADVERTISER to pay all or any portion of the amount as agreed to, at the option of THE LCN, the entire unpaid balance due under this Agreement shall become immediately due and payable. ADVERTISER hereby agrees to indemnify and hold harmless THE LCN for all expenses it may incur to enforce collection of any amount due under this agreement and ADVERTISER agrees to pay all collection costs, reasonable attorney's fees, and court costs incurred in such collection. The undersigned personally guarantees this Agreement both in an individual capacity and on behalf of the business ADVERTISER.

Parties hereby agree that this Agreement shall be interpreted in accordance with the laws of the State of California and in the event of any legal disputes arising out of the terms of this Agreement, venue shall be in the State of California.

Final acceptance of this Agreement shall be made in Lakewood, California.

THE LCN agrees to provide assistance in planning and preparation of rough copy. It is the responsibility of ADVERTISER to submit changes in ad copy no later than the 15th day of the month proceeding the publication date. Otherwise, THE LCN will run the same ad copy each month. Any changes of the ad copy by ADVERTISER after the First Proof may result in THE LCN charging a composition fee and a change in the rate for increased ad space. It is the sole responsibility of THE LCN to provide the following: design, layout, printing, and distribution as specified in this Agreement.

THE LCN is not responsible nor liable for any claims or offerings nor responsible for product availability that may be advertised.

Rights to any and all artwork produced by THE LCN remain the property of THE LCN. Reproduction of said art for any other use without written permission of THE LCN is forbidden.

ADVERTISER agrees that the liability of THE LCN, if any, for any omissions, mistakes, errors, and/or defects in said advertisements, shall in no event exceed the amount of advertising fees actually paid by ADVERTISER to THE LCN.

ADVERTISER acknowledges that he/she has read this Agreement, understands it, and agrees to be bound by its terms and conditions. Further, ADVERTISER agrees that it is the complete Agreement between the parties, which supersedes all proposals or prior agreements, oral or written, and all communications between the parties relating to the subject matter of this Agreement.

By signing this Agreement, ADVERTISER acknowledges receipt of a copy of this Agreement.

I hereby agree to purchase advertising space as described.

ADVERTISER:

THE LCN

Signature: _____

Sales Rep: _____

Date: _____

Date: _____

Name of Business: _____