

Scandinavian Festival Magazine

AD PURCHASE CONTRACT

This document pertains to the purchase of an advertisement slot to be listed in the Junction City Scandinavian Festival's annual magazine. It is an agreement made between the Scandinavian Cultural Foundation of Junction City (SCF) and business entity.

Terms of agreement become effective upon full payment. All material submission and payment must be made by **June 1st** or ad space may be released.

All information provided here is based on the current understanding of this project with the Director of Publicity of the SCF; should these assumptions change, all parties agree to communicate changes promptly and in writing. All communications will be conducted with the Director of Publicity of the SCF, or designated committee member. SCF owns and retains all rights to the work created in this contract. Contract and the terms within are valid upon purchase of ad.

Materials

For the ad, we will need:

- Business name, as it should appear on ad
- Contact information
- Existing company ad. Min. 300px wide in EPS (vector) or PNG format. **OR**
- SCF can also design an ad using the provided business logo and any additional images/graphics.
Graphics requirements:
 - Three versions of the primary logo: black, white, and color (if possible)
 - EPS (vector) or PNG file type
 - Transparent background
 - Minimum size: 300px wide
- Details about a special offer or information, if applicable (coupons, updated message or dates, etc.)
- Any additional graphics and instructions

Ad sizes are approximate

- 1/8 Page - 3.75" x 2.25"
- 1/4 Page - 7.75" x 2.25" or 3.75" x 4.75"
- 1/2 Page - 7.75" x 4.75"
- Full Page - 7.75" x 10.25"