

# Art & Gallery

## GUIDE

### Copy and Contract

- a. Kearsarge Magazine reserves the right to reject any advertisement at any time.
- b. Advertisers and advertising agencies assume full liability for all content, including text, presentations and illustrations of advertisements.
- c. Kearsarge Magazine assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which Kearsarge Magazine may be found legally responsible cannot exceed the cost of the space.
- d. No cancellations are accepted after closing date.
- e. Advertising insertion orders are accepted subject to the condition that Kearsarge Magazine shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond Kearsarge Magazine's control.
- f. Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless Kearsarge Magazine against any loss, liability, damage and expense arising out of such publication.
- g. Kearsarge Magazine reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Kearsarge Magazine.
- h. Kearsarge Magazine will provide proofs of new advertisements that required production by Kearsarge Magazine. Kearsarge Magazine is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

### Payment Terms

- a. All ads for the Art & Gallery Guide must be prepaid. Mastercard and Visa are accepted.
- b. Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.
- c. Past due invoices will be subject to an 18 percent annual finance charge on balance due, and the advertiser agrees to pay all collection costs, including reasonable attorney fees.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

### Please check all that apply:

- Covers - inside front, \$1,000  
inside back, outside back
- Full page ad \$800
- Half page ad \$500
- Quarter page ad \$250
- 25-word description \$25
- Design fees, all ad sizes \$75

**Total cost:** \_\_\_\_\_

Please email your description to [artguide@kearsargemagazine.com](mailto:artguide@kearsargemagazine.com)

**All ads must be prepaid.** Last day to accept ads is Monday, March 15. Please send check or money order to Kearsarge Magazine, PO Box 1482, Grantham, NH 03753

You may also pay online using MasterCard or Visa at [www.kearsargemagazine.com/advertise/purchase/](http://www.kearsargemagazine.com/advertise/purchase/)

**SIGNED** \_\_\_\_\_

**NAME** \_\_\_\_\_

**DATE** \_\_\_\_\_

**Please sign and fax to 863-7048. Thanks!**