



# RIVERSAGE JOURNAL ADVERTISING AGREEMENT

FOR THE FLY FISHING & WINGSHOOTING ENTHUSIAST

This agreement is made between Riversage Journal, RSO Journal, Riversage Productions, LLC. And incorporates the terms & conditions below.

Advertiser

\_\_\_\_\_

Company Name

\_\_\_\_\_

Company Contact Name

\_\_\_\_\_

Address

\_\_\_\_\_

City, State, Zip

\_\_\_\_\_

Phone

\_\_\_\_\_

Fax

\_\_\_\_\_

Email

Advertising Agency (If applicable)

\_\_\_\_\_

Company Name

\_\_\_\_\_

Company Contact Name

\_\_\_\_\_

Address

\_\_\_\_\_

City, State, Zip

\_\_\_\_\_

Phone

\_\_\_\_\_

Fax

\_\_\_\_\_

Email

***Please indicate which package you will be purchasing***

Package Options	Links page	Home Page \$100 Extra	Strategically placed Ad Placement throughout RSO Journal
1 Month ad	\$150	\$250	\$350
3 Month Ad	\$350	\$450	\$550
6 Month Ad	\$500	\$600	\$750
12 Month Ad	\$650	\$750	\$950

If you are choosing a 6 month or 1 year advertising plan you may opt to pay the full amount up front or be billed in two installments

<b>Total Due</b>	\$
<b>Total Due Today</b>	\$

**Check Payable to Riversage Productions, LLC. #\_\_\_\_\_**

Charge my	Visa	MasterCard	Discover	AMEX		
<b>Card Number:</b>					Expiration:	VCODE:
<b>Billing Address:</b>						
<b>Card Holder Name:</b>						

By Signing Below, you are indicating that you have read and agree to the above terms and are authorized to enter into this agreement.

Advertiser Signature and date\_\_\_\_\_

## ADVERTISING SPECIFICATIONS

### Artwork Requirements

Accepted Format: Adobe PDF  
Set to print-quality specifications Fonts must be embedded  
All images must be 300 DPI

Convert all RGB images to CMYK before creating the PDF file. If PDF is black and white, convert all images and text to grayscale.

All RGB, Pantone and spot colors will be converted to process CMYK format.

All ads should be created at 100% of reproduction size and not compressed

### Additional Charges:

Special Positions are reserved for full page ads only and honor the first-come, first-served basis. Ten percent (10%) is added to ad rate when special placement is requested.

All scanned color images should be 300 DPI (as CMYK); black and white line art should be 600 DPI.

A full-size proof that is created from the final file must be included. (Laser copy is accepted only for the black and white ads. Quality color printed proofs must be sent with four-color files

Both screen and printer fonts must be included with digital ads. Note to PC users: convert all fonts to paths/outlines/ curves to avoid font substitutions

Live matter should be kept 1/2 inch from bleed edges; Please indicate bleed and trim marks on match print

Should these guidelines not be followed, RSO Journal assumes no responsibility for poor

# TERMS & CONDITIONS

## General:

Advertiser agrees to pay RSO Journal the set sum of money as noted in Advertising Rates and agrees to publish Advertiser's Insertions, provided such Insertions are in compliance with this Agreement.

## Duration:

This Agreement covers all Issues as selected by Advertiser in the Insertion section of this agreement and will not extend beyond 12 consecutive Issues.

## Billing/Payment:

1. A first time Advertiser agrees that any and all required payments in connection with a single insertion in an issue are due in full with acceptance of this Agreement.
2. For multiple insertions in more than one issue, a first time Advertiser agrees to pay the equivalent cost of the first insertion with acceptance of this Agreement, and then will be billed for any remaining insertions at the time of Issue publication.
3. Payment is due within 30 days of the invoice date. If such amount is not paid when due, RSO Journal may charge a late fee.  
If payment is not received within 60 days of the invoice date, RSO Journal is authorized to hold all insertions without any liability until the outstanding amount has been paid, at which time RSO Journal has the option to resume publication of insertions and require prepayment of all future Insertions. RSO Journal reserves the right to cancel this Agreement without notice and without liability for nonpayment by Advertiser.
4. RSO Journal does not honor advertising agency commissions or cash discounts. All rates are net.

## Hold Harmless:

Advertiser agrees to assume all responsibility and liability for any Insertion published by IA&B on behalf of Advertiser and that Advertiser holds harmless IA&B for any and all claims for such Insertions including, but not limited to, tort, copyright, photographic, trademark actions and errors in copy.

## Refusal of Insertion:

RSO Journal reserves the right to refuse any advertisement Insertion including, but not limited to, those:

- Not in compliance with this Agreement;
- Considered to be illegal;
- RSO Journal believes reasonably to be in conflict with or compete with any RSO Journal or its affiliates' programs, products or services.

If an advertisement insertion is refused, RSO Journal may substitute, without notice, the last advertisement insertion of Advertiser unless acceptable replacement material is received by RSO Journal no later than the 15th day of the month two (2) months prior to issue.

2. In lieu of Refusal of Insertion and, at RSO Journal sole discretion, the word "Advertisement" may be added so that it is conspicuously displayed.

**Cancellation:**

This Agreement may be cancelled by either party at any time for any reason upon providing prior written notice to the other party, to be effective ten (10) days after mailing. If cancellation is received by RSO Journal on or before the Material Due Deadline/Closing date, the cancellation will be honored. If cancellation is received after the Material Due Deadline/Closing date, the cancellation will take effect upon the next Insertion. An Advertiser which cancels this Agreement before placement of enough Insertions to qualify for the rate as set for in Specifications and Rates will be charged an additional amount equal to the difference between the Agreement rate and the rate actually earned.

**Delivery Disclaimer:**

RSO Journal is not liable for delays in delivery or non-delivery of publication with Advertiser's Insertion in the event of an act of God, transportation interruption, work slowdown or any events which are beyond the control of RSO Journal.

**Law to be Applied:**

This Agreement shall be governed by the laws of the Commonwealth of Pennsylvania.

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**SIGN AND RETURN TO**

RSO Journal , Riversage Productions, LLC  
4110 Whiting Road  
Philadelphia, PA. 19154

\_\_\_\_\_  
Signature – Advertiser Authorized Representative

\_\_\_\_\_  
Printed Name / Advertiser Authorize Representative

Date. \_\_\_\_\_

**ADVERTISING AGENCY AUTHORIZATION  
(if applicable)**

As an authorized representative of Advertiser, I hereby authorize Advertising Agency to act on behalf of Advertiser in executing and abiding by this Agreement. Further, Advertiser agrees to be jointly and severally liable for all amounts incurred by Agent on Advertiser's behalf.

\_\_\_\_\_  
Signature – Advertiser Authorized Representative

\_\_\_\_\_  
Printed Name / Advertiser Authorized

Representative

Date\_\_\_\_\_