

The FIREMEN'S Grapevine

Display Advertising Policies

The Firemen's Grapevine is the monthly in-house publication of the Los Angeles Firemen's Relief Association, which manages benefits for sworn members of the Los Angeles City Fire Department. The magazine is mailed to all LAFRA members, every LAFD fire station and worksite, every LA County FD fire station, and many other fire stations in Los Angeles, Ventura, Orange and other counties throughout Southern California. Digital copies of the full magazine are available at www.lafra.org/grapevine

Rates, conditions and space units are subject to change without notice. The publisher reserves the right to determine the position of each advertisement, except for designated positions for which a premium is paid. Payment for first insertion is due with ad copy, subsequent insertions will be billed on the 1st of the month.

All advertisements are accepted on the representation that the advertiser is authorized to publish the entire content and subject matter thereof. The advertiser will defend, indemnify and hold the publisher harmless from and against any claims or suits that may arise out of publication of such advertisement. The publisher reserves the right to reject any advertising for any reason at any time without liability. The publisher will insert the word "advertisement" into any ad which simulates editorial content. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The Publisher's liability for any error will not exceed the charge for the advertisement in question.

New Car Page Listing:

• \$150 per month: Please include dealer name, fleet manager or contact person, address, contact number. Optional: motto or special quote

Display Ad Dimensions:

- **FULL PAGE, BACK COVER, INSIDE FRONT/BACK: (FULL BLEED)***

Rim size: 8 3/8" wide by 10 7/8" height.

*Add a minimum of 1/8" margin to top, bottom and trim edges.

Keep live matter 1/2" inside all trim dimensions.

- **FULL PAGE, INSIDE FRONT/BACK:(NON-BLEED)**
7 5/16" wide by 10 7/8" height.

- **HALF PAGE: (NON-BLEED)**
7 5/16" wide by 4 15/16" height.

- **THIRD PAGE: (NON-BLEED)**
2 5/16" wide by 10 7/8" height.

- **QUARTER PAGE: (NON-BLEED) 3**
9/16" wide by 4 15/16" height.

- **SIXTH PAGE: (NON-BLEED)**
2 15/16" wide by 4 15/16" height.

- **EIGHTH PAGE: (NON-BLEED)**
3 9/16" wide by 2 15/32" height.







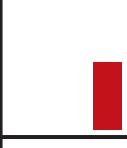


- **TWELFTH PAGE: (NON-BLEED) 2**
15/16" wide by 2 15/32" height.

* **Deadlines for ad submission are at least 30 days prior to the publishing month's issue. NO EXCEPTIONS.**

** **All artwork MUST be camera-ready with a resolution of at least 300 dpi. Formats: JPEG, TIFF, PDF (flat), EPS or GIF.**

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Display Advertising Rates

	Size	1 Month	3 Month	6 Month	12 Month
Full Page		\$1630	\$1420	\$1230	\$1075
Back Cover				\$1630	\$1420
Inside Front/Back			\$1630	\$1420	\$1230
Half Page		\$850	\$720	\$625	\$550
Third Page		\$720	\$625	\$550	\$475
Quarter Page		\$550	\$475	\$410	\$360
Sixth Page		\$410	\$360	\$320	\$275
Eighth Page		\$210	\$185	\$165	\$145
Twelfth Page		\$165	\$145	\$120	\$95

* Please note: All rates are per month rates.

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Display Advertising Agreement Contract

Advertiser:		Date:	
Contact Person:	Phone:	Fax:	
Address:		Email:	
City:	State:	Zip:	URL: http://www .


This advertising contract constitutes a contract between The Los Angeles Firemen's Relief Association and the above named advertiser for the purchase and reservation of the space in the *Firemen's Grapevine Magazine*, to be used for the insertion of display advertising at the size, frequency and rates contracted herein. It is the responsibility of advertiser to ensure that any materials required for the production of the display ad reach the offices of the publisher no later than the **1st** of each month. If the advertiser defaults on meeting any deadline date, the publisher has the right to publish, at the publisher's discretion and without further notice, in the fully reserved space for the advertiser, the original display advertisement. Publication of the aforementioned advertisement will constitute fulfillment by both the publisher and advertiser of that portion of the contract pertaining to the month of issue of such publication, and the advertiser hereby

accepts liability for payment in full for the advertising space under the terms of the contract. If this contract includes rates for the size or frequency, such discounts are earned only by full completion of the terms of this contract. All rates are based on press-ready/camera-ready artwork to be provided as digital file attachment through email or on disk. Any changes for layout, art, typesetting, copy changes, etc., will be billed separately at **\$75** per hour. The publisher reserves the right to refuse any advertising, which does not meet the publisher's approval. Advertisers and/or advertisers' agent(s) agree to indemnify publisher against all expenses of any nature, which may be incurred through the unauthorized use of names or pictures appearing in the advertisement, or from any infringements or violations of copyright laws. This contract is subject to change due to strikes, floods and any other contingencies beyond the control of the publisher.

<input type="checkbox"/> Open Rate	<input type="checkbox"/> 3 Months	<input type="checkbox"/> 6 Months	<input type="checkbox"/> 1 Year	Internet Advertising:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Start Month & Year:	End Month & Year:	Display Ad Size:	Cost per Month:			

New Accounts: Full payment to the first month's advertisement is payable upon the date the contract is received at the *Firemen's Grapevine* Office.
Approved accounts may be invoiced monthly upon publication, with full payment due upon receipt of invoice.

Please make check payable to:
Los Angeles Firemen's Relief Association
7470 N. Figueroa Street - Los Angeles - CA 90041
323.259.5200

Advertiser or Contact Signature:	Date:	Total Due:
Credit Card Number:	Expiration Date:	Security Code or CV: 

Visa
 M/C
 Amex
 Discovery

Signature: _____