

# ADVERTISING

SMASH Publications, 341 East Fairmount Avenue, Lakewood, New York 14750  
 info@nblskil.com (716) 763-1111

## RATES & SIZES

FORMAT	DIMENSIONS	1 ISSUE	PMT BY 3/1
	Width x Height		
2 page spread	15-3/8 x 9-3/4	839	(755)
Full page	7-1/4 x 9-3/4	444	(399)
Half page (H)	7-1/4 x 4-3/4 or	275	(249)
Half page (V)	4-3/4 x 7-1/4 or 3-1/2 x 9-3/4		
Three-eighths pg	3-1/2 x 7-1/4	229	(207)
Third page	2-1/4 x 9-3/4	219	(198)
Quarter pg (H)	7-1/4 x 2-1/4 or	185	(169)
Quarter pg (V)	3-1/2 x 4-3/4		
Eighth page	3-1/2 x 2-1/4	99	(89)

**10% DISCOUNT:** Advertisers may deduct the approximate 10% as indicated in the above parenthesis ( ) if payment is made before the "Mailing Date" of March 1 of the issue that contains their ad (see below - right hand corner).

**LATE FEE:** Advertising received and accepted after the "Ad Deadline" of February 10 will be subject to a 10% surcharge.

**CANADIAN / FOREIGN ADVERTISERS:** Payment must be in US funds.

**PREFERRED PLACEMENT:** Rates for page 2, 3, centerfold, inside back cover and back cover on request.

### ADDITIONAL SERVICES

**TYPESETTING-LAYOUT:** There is no charge for camera ready art work. Additional work of sizing and borders are also free of charge. If typesetting is required, the following minimal rates apply; 1/8 page: \$8, 1/4 page: \$15, 1/3 page: \$20, 3/8 page: \$20, 1/2 page: \$25, Full page: \$40.

**SPOT COLOR:** (interior of magazine): \$39 first color / \$29 each additional color.

**FULL COLOR:** (interior of magazine): \$95.

**PHOTOS:** \$5 first photo / \$3 each additional photo. **REVERSES:** \$5 each.

SPORT KARATE INTERNATIONAL  
 © copyright 2010-all rights reserved  
 Advertising Form - 4/5/10

(THIS SIZE)

# 1 / 4 PAGE

# ONLY \$169

PREPAID

**WE CARRY MORE TOURNAMENT  
 ADVERTISING THAN ANY OTHER PUBLICATION  
 WE GET RESULTS BECAUSE  
 COMPETITORS READ US !!!**

## 100 FREE MAGAZINES

Advertisers can receive 100 FREE magazines. They will be shipped COD for shipping cost and the COD charge if they request them. (COD charge is \$9.50, shipping varies - approximately \$15 - \$25 east coast and \$25 - \$35 west coast).

## CONTRACT FOR DISPLAY ADVERTISING IN SMASH PUBLICATIONS

This contract is made and entered this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, by and between SMASH Publications, 341 East Fairmount Avenue, Lakewood NY 14750, herein after referred to as the "Publisher" and (name of advertiser) \_\_\_\_\_, herein after called "Advertiser".

1. Information on Advertiser: E-mail \_\_\_\_\_

Address (Street and/or P.O Box) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Hours/Days of contact \_\_\_\_\_ 2nd Phone (\_\_\_\_\_) \_\_\_\_\_ Hours/Days of contact \_\_\_\_\_

2. The Advertiser hereby authorizes the Publisher to publish advertising copy as furnished by the Advertiser or created by the Publisher for the following publication issue, rates and sizes. Advertiser agrees he will (X) out all unnecessary spaces below.

ISSUE YEAR	AD SIZE	RATE	ISSUE YEAR	AD SIZE	RATE
_____	_____	_____	_____	_____	_____

- The Advertiser understands that additional layout charges may be incurred by the Advertiser if they are necessary to make the advertising presentable.
- The Advertiser understands that this contract must include payment for their ad.
- The Advertiser agrees that all contracted advertising must be paid whether or not the advertiser continues to run their ad. All cancelling of advertising must be in writing and with payment in full for all contracted advertising.
- The Advertiser understands and agrees that any returned check for non-sufficient funds, rejected credit card payments or unaccepted COD charges, as outlined below, will be charged a 25 percent collection fee and will have their account turned in to a collection agency.
- The Publisher has the right to revise or reject any advertising that is deemed objectionable either in subject matter or phraseology to the general public or policies of the magazine.
- The Advertiser understands that positioning of ads will be attempted but is not guaranteed.
- The Publisher disclaims responsibility for any and all errors in advertising that is taken over the phone or sent in by the Advertiser.
- In case of a publisher error in a hard copy advertisement that is submitted by the Advertiser and typeset by the Publisher, the Publisher will not assume responsibility, but will, at their discretion do what they feel is fair to settle the matter.
- The advertiser agrees to have his name, business, and address printed as a debtor if the Advertiser's payment is delinquent for whatever reason after the agreed upon date to be paid. The Advertiser agrees to take no recourse against the Publisher for doing such printing.

### PAYMENT

**BY MAIL:** Payment for advertising received via mail must be submitted along with this contract. If the advertiser's check for payment is cashable upon receipt or before the "Mailing Date" (March 1 - See DEADLINES to the right), then the Advertiser may pay the discounted rate of 10% off as indicated in the parentheses in the rate chart listed above. If the check for payment is only cashable later than that date, then it must be for the standard, no discount rate and will be cashed on April 1 unless other arrangements are made with the Publisher. Tournament promoters may be given until the date of their event before we cash their check, but no pre-payment discount will apply and the check must be cashable the first business day after their tournament. **NOTE: Please make a note with your payment as to when we should deposit your check.**

**BY PHONE:** Payment for advertising taken over the phone can be made in two different ways.

- Credit/Debit card taken over the phone or
- UPS COD for a check payment (Advertiser will be sent this agreement in an envelope UPS for

the amount of the advertising cost).

Funds will be processed according to one of the following methods as agreed to by phone:

- Card or COD check payment will be for the 10% discount rate (shown in parentheses on the above chart) and must be processed by March 1 of the year of the issue date or
- Card or COD check payment will be for the standard rate (shown in the above rate chart) and will be processed (card run or check cashed) by April 1 of the year of the issue date or if requested. Tournament promoters may be given until their tournament before we run their card or cash their check, but no discount will apply and payment will be processed (card run or check cashed) on the first business day after their tournament.

### DEADLINES

Ad Deadline:	Mailing Date (Approx):	Distributed until:	Issue Dated:
February 10	March 1	March of following Year	Present Year

I request to receive 100 FREE magazines COD for shipping cost and for the COD charge: YES \_\_\_\_\_ NO \_\_\_\_\_

SIGNATURE OF ADVERTISER