



# MARKETING PLAN

Monday through Saturday availability. Run schedule must be completed by June 30, 2014.



Advertiser Initials \_\_\_\_\_

Print Ad Size	Online Impressions	Rate*
Sixteenth Page	10,000	\$271.00
Eighth Page	10,000	\$399.13
Quarter Page	15,000	\$729.75
Half Page	20,000	\$1,340.50
Full Page	30,000	\$2,562.00



Advertiser Initials \_\_\_\_\_

Print Ad Size	Online Impressions	Rate*
Sixteenth Page	10,000	\$308.40
Eighth Page	10,000	\$499.50
Quarter Page	15,000	\$862.75
Half Page	20,000	\$1,694.00
Full Page	30,000	\$3,318.00



Advertiser Initials \_\_\_\_\_

Print Ad Size	Online Impressions	Rate*
Sixteenth Page	10,000	\$352.80
Eighth Page	10,000	\$575.75
Quarter Page	15,000	\$1,067.50
Half Page	20,000	\$1,995.00
Full Page	30,000	\$3,850.00

\*All rates are per insertion. All ads include color (based on availability) – no other discounts apply. Excludes employment ads. Online ads are Big Box, run of site only and must publish during the same week as ad publication of print ad. 10% premium added for holidays.

## 2014 SMALL BUSINESS MARKETING PLAN AGREEMENT

Advertiser agrees to run a minimum of \_\_\_\_\_ ads in The Record/Recordnet.com at the above rates and specifications by June 30, 2014. Additional discounts do not apply. If advertiser does not fulfill the selected agreement level, all ads will be re-rated to the appropriate rate level. Advertiser agrees all invoices are due and payable within 30 days of invoice date, excluding advertisers that must pay in advance.

Advertiser (Name of Business) \_\_\_\_\_ Account Number \_\_\_\_\_

Printed Name of Authorized Representative \_\_\_\_\_ Title \_\_\_\_\_

X Signature of Authorized Representative \_\_\_\_\_ Date Signed \_\_\_\_\_

Street Address \_\_\_\_\_ Billing Address (if different) \_\_\_\_\_

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

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_ E-Mail \_\_\_\_\_



For more information contact your Record account executive or call:

**(209) 546-8200**

This agreement is not valid without an authorized Record representative signature. All other terms and conditions shown on The Record's current rate card apply. Upon review, the publisher reserves the right to reject this agreement.

Date: \_\_\_\_\_ Record Representative's Signature \_\_\_\_\_

Date: \_\_\_\_\_ Record Manager's Signature \_\_\_\_\_