

# Orlando The Beautiful Insertion Order

## Gelinas Associates

11142 Bugenhagen Drive, Orlando, Florida 32832  
GelinasAssociates.net — OrlandoTheBeautiful.com

Business Name \_\_\_\_\_ Date \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ www. \_\_\_\_\_  
 Contact /Agent \_\_\_\_\_ Position \_\_\_\_\_  
 Contact Phone \_\_\_\_\_ Other Phone \_\_\_\_\_  
 Contact Email \_\_\_\_\_

### ADVERTISING ORDER

Lake Nona / Moss Park Edition       Waterford Lakes Edition       Both Editions

Number of Issues  1  2  4 If more than one issue we assume consecutive issues unless noted otherwise.

Month of First Insertion  JAN  APR  JUL  OCT Generally delivered 15th to 25th of month.

Full Page    Half Page    Quarter Page    Business Card    Vertical Ad    Small Ad

**Premiums**  Back Page  Inside Cover  Aside Puzzle Page  Other \_\_\_\_\_  
7.25" H x 5.5" W      Front  Back       Crossword  Sudoku       Aside Cover Page or Article

Full Page = 8" H x 5" W or with bleed 8.5" H x 5.5" W plus 1/8" for trim on all edges • Back Page = 7.25" H x 5.5" W plus 1/8" for trim except top  
 Half Page = 3.875" H x 5" W • Quarter = 3.875" H x 2.375" W • Business Card = 2" H x 3.5" W • Vertical Ad = 4" H x 1.625" W • Small Ad = 2" H x 1.625" W

Directory Listing (Must qualify for listing.) ; ~~fWSUf[hWV[ ]~~ : \_\_\_\_\_

Ad Copy  Included with this order.  To be provided by advertiser no later than 15 days prior to Estimated Publication Date.

We prefer to use your professional design service at the prevailing design rate.  Please have your design specialist contact us.

Total Amount of Order \$ \_\_\_\_\_ Note \_\_\_\_\_  Contingent

See "Advertising Acceptance"

Payment Terms  Prepaid / Credit Card  15 Days Net Date of Order  Other \_\_\_\_\_

Account Representative:  Delight Gelinas  None  Other \_\_\_\_\_

If paying by credit card please complete the following. Credit cards payments are also accepted on our secured website at GelinasAssociates.net  
 Please note that all information including email address and phone number is required to process credit card payment and will be processed through PayPal.

**Cardholder Info:** VISA / MC / AMEX / DISCOVER No. \_\_\_\_\_ Exp. \_\_\_\_\_ Code \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**I authorize Gelinas Associates to charge the credit card account listed above in the amount of \$ \_\_\_\_\_**

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Email \_\_\_\_\_ Date: \_\_\_\_\_

**If not prepaid and a balance is due an invoice will be sent via email to the "Contact Email" address noted herein.**

I authorize Gelinas Associates to insert our advertisement(s) in *Orlando The Beautiful* and agree to make all payments in accordance to the payment terms noted herein. Furthermore, I agree to the "Terms and Conditions" on the reverse which I have read and acknowledge are incorporated into this Agreement. A signed faxed copy shall be binding. There are no other representations or understandings, oral or written, between the parties respecting this Agreement which are not fully expressed herein. My signature below indicates acceptance of this Agreement.

Authorized Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Make Check Payable To: Gelinas Associates Fax: 407-737-6604 or Mail: Gelinas Associates, 11142 Bugenhagen Drive, Orlando, FL 32832

# Terms and Conditions

## DEFINITION OF TERMS

The term "Publisher" means, or refers to, Gelinas Associates, a Florida based company that publishes the magazine referred to as "Orlando The Beautiful."

The term "Advertiser" means, or refers to, a person, business, organization or other entity that contracts with Publisher through an agreement referred to as "Insertion Order" (hereinafter, "Agreement") and in which these "Terms and Conditions" are incorporated. The term "Agent" means, or refers to, a person, business or other entity engaged to represent the Advertiser. Both Advertiser and its Agent, if any, shall be referred to herein simply as "Client" and Advertiser and Agent agree jointly and individually to the terms of this Agreement.

## SUBMISSION OF AD COPY AND AD DEADLINE

Client is responsible for submission of advertising copy to Publisher at least 15 days prior to the Estimated Publication Date. Unless given prior written approval, if ad copy is not received by this date, Client understands and agrees that its advertising space may be forfeited and Publisher shall have the right to allocate the space however it wishes and at its own discretion. Should this occur, Client shall accept liability for the full cost of the contracted space, including any collection costs, attorney fees and accrued interest charges.

In the event Client has contracted for an insertion in more than one issue, change of ad copy for subsequent issues is due 15 days prior to the Estimated Publication Date. Unless new copy is received 15 days prior to the Estimated Publication Date of a subsequent issue, Publisher shall assume that the previously published advertisement is to be reprinted and will act accordingly.

## ADVERTISING ACCEPTANCE

Advertising copy, whether or not accompanied with payment, shall be reviewed by Publisher and is received subject to its approval. It is agreed by Client that Publisher reserves the right, in its sole discretion, to reject any advertisement which, for whatever reason, is deemed inappropriate or contrary to its mission. Additionally, this Agreement may be canceled by Publisher due to limited advertising space, which may not be determined until date of printing. Ads that are accepted on a Contingency basis will be published only if space is available.

## PUBLICATION DATE AND DISTRIBUTION

Each issue of an edition of *Orlando The Beautiful* has its own unique publication date. It is intended that issues be published quarterly. The actual publication date is subject to production time, press availability and other circumstances, therefore, it is understood by Client that the "Estimated Publication Date" is only an approximation of the intended distribution schedule. Publisher makes no guarantee on an exact publication date. The stated circulation and distribution means are reasonable estimates but may vary depending on circumstances.

## POSITIONING OF ADVERTISEMENTS

Except for our Back Page and two Inside Covers, which are sold separately, the positioning of ads is at the discretion of the Publisher. Client may, however, request a preferred position at a 20% premium, which shall be subject to final approval and may not be determined until date of printing. Should more than one advertiser request the same position, due consideration will be made for the date of request, ad size and number of issues ordered by all contending Clients.

Should Client request a preferred position, Client should indicate his/her desire on Agreement. Should the request be denied, any prepaid premium will be refunded or credited to Client's account.

## MONIES DUE AND COLLECTION OF PAST DUE ACCOUNTS

Client shall be liable for any monies due and payable to Publisher, including all costs incurred by Publisher for collection of past due accounts, including bank charges for returned checks, collection fees, court costs and reasonable attorney fees. Past due accounts shall be subject to a monthly interest charge at the rate of 2% per month (24% per annum) of the outstanding balance.

## ERRORS AND OMISSIONS

Client shall indemnify and hold harmless Publisher from all damages and costs for errors or omissions, whether in typography, printing or reproduction quality.

## FOUR COLOR PROCESS

Our publications are printed in 4-color process on high quality gloss paper. This provides optimal print quality and allows Clients to design their ad in any colors within the color range of CMYK printing. Pantone and spot colors are not supported, and if used, must be converted to CMYK.

## HOW TO SUBMIT ADVERTISING COPY

Advertising rates are based on ads being prepared by Client and submitted to Publisher as a "digital file" or in some cases, a business card or other paper form that can be scanned. If to be scanned, Client understands that the results may vary depending on the quality of the ad copy and agrees that Publisher may make adjustments in the final print to improve the appearance of the ad.

Client agrees that advertising copy will conform to the specifications outlined in this Agreement. Ad copy shall be given to a representative of Gelinas Associates in person, by mail or via email at: Ad@GelinasAssociates.net.

## AD SIZE, ACCEPTED FORMATS AND AD SPECIFICATIONS

Submitted ads must be sized exactly as per the Agreement and in one of the following formats: PDF, TIFF, EPS and PSD. Adobe InDesign Macintosh files are also acceptable but you must ensure that all fonts and files are included. All RGB graphics and font colors, including Pantone and spot colors, must be converted to CMYK. Pixel based images must be 300 DPI. If submitting a PDF file, the preferred format, be sure to export it as a "Press Quality" file.

## ADDITIONAL CHARGES MAY APPLY

All advertising prices assume copy-ready material from the Client. Additional charges may apply if we need to design or type-set the ad. Our type-setting and design rate is based on \$60.00 per hour and there is a \$20 minimum charge.

Ads submitted that do not meet the required ad specifications may be adjusted by Publisher, and due to the nature of publishing, without prior notice to Client. Should this occur, Client agrees to pay any design fee incurred. To avoid any additional charges be sure to read and comply with our ad specifications.

## PROFESSIONAL AD DESIGN SERVICES

We can design your entire ad per your request. See your representative or call us for information regarding our professional design services and design fees.

## AD DEADLINE

Ads must be submitted at least 15 days prior to the Estimated Publication Date. Failure to do so may result in consequences as per this Agreement.

## PROOF AND COLOR INFORMATION

Client will be provided with a proof in the format of a PDF document typically delivered via email. It is Client's responsibility to make Publisher aware of any changes that need to be made, and depending on the change, may be subject to a design fee. Please be aware that colors viewed on a computer screen or printed copy of the ad are often different than how those colors will be printed on a high end printing press. We make no guarantee in regards to final color output.

## INDEMNIFICATION

Client states that he or she has the authority to place its ad in our publication and assumes joint and individual liability for all advertising copy submitted to be published and shall indemnify and hold harmless Publisher from all damages and costs, including attorney fees, arising from any claims or suits based on the contents and/or subject matter of the published advertisement, including, but not limited to, claims or suits for copyright infringement, libel, plagiarism, violation of rights of privacy and rights of publicity.

## AMENDMENTS

In order to sustain a viable publishing company, it is understood and agreed by Client that Publisher reserves the right to make amendments or adjustments it deems necessary with respect to our publications and its policies, procedures, distribution system and mode of operation.