

# Fat City

## Advertising Rates

### Display Advertising

#### Black & White

1x

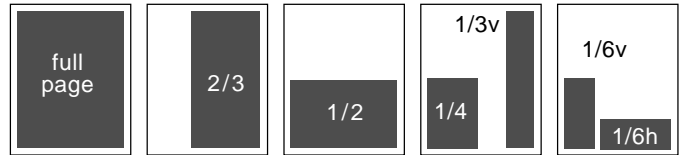
Full page	\$ 375
2/3 page	\$ 320
1/2 page	\$ 200
1/3 page	\$ 180
1/4 page	\$ 150
1/6 page	\$ 120
1/8 page	\$ 80

#### Premium Placement (full page color only)

Back cover	\$ 700
Inside front	\$ 600
Inside back	\$ 500

#### Color

4-color process add \$ 200



### Material Requirements

We at Fat City want your advertisements to look their best. Therefore, we feel the best way to achieve top quality reproduction of your advertising artwork is for clients to supply all artwork electronically as either a tiff or eps file. Files can either be emailed or mailed on a disk. Disks can be provided if necessary. We can no longer accept hard copy advertisements except in special circumstances. If you need help or have any questions regarding your artwork, please contact Jay at 617.792.5543

*Additional charges:* Publisher reserves the right to alter incorrectly sized ads to conform with *Fat City's* format. Production charges may be billed at the prevailing rate for all advertising that is incomplete. Proof changes, except errors made by the publisher, will be charged to the advertiser.

*Discounts:* Frequency discounts are based on the number of issues in which advertisements are run within a contract year. Multiple insertions in a single issue count as one insertion. Failure to place the contracted number of ads will result in short billing, with the advertisers being charged the difference in rate between the actual number of insertions and the contracted number.

### Mechanical Specifications

#### Dimensions (magazine trims to 8.25 x 10.75")

Full page	8.25 x 10.75"
2/3 page	4.944 x 10"
1/2 page	7.5 x 4.9"
1/2 page vertical	3.7 x 10"
1/4 page	3.75 x 4.9"
1/3 page vertical	2.4 x 10"
1/6 page vertical	2.4 x 4.9"
1/8 page	3.75 x 2.45"

# Fat City

## Advertising Display Ad Contract

### Instructions

To place your display ad in Fat City Magazine fill out the contract below and mail with payment to the address below.

Contact Jay Hale at 617.792.5543 for further information or to place a reservation.

### Advertiser

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone/Fax/E-mail \_\_\_\_\_

### Agency

Agency Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone/Fax/E-mail \_\_\_\_\_

### Ad Specifications

Size \_\_\_\_\_ Frequency \_\_\_\_\_ Issue(s) \_\_\_\_\_ B & W \_\_\_ Color \_\_\_ Rate \_\_\_\_\_  
Size \_\_\_\_\_ Frequency \_\_\_\_\_ Issue(s) \_\_\_\_\_ B & W \_\_\_ Color \_\_\_ Rate \_\_\_\_\_  
Size \_\_\_\_\_ Frequency \_\_\_\_\_ Issue(s) \_\_\_\_\_ B & W \_\_\_ Color \_\_\_ Rate \_\_\_\_\_

### Special Instructions

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Person (name and title) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_ Total \$ Amount of Contract \_\_\_\_\_

Fat City Magazine  
P.O. Box 120196 Boston, Massachusetts 02112  
tel 617.792.5543 fatcitymag@hotmail.com

## GENERAL POLICIES

1. Advertisers are responsible for advertising space and associated production fees, in the event an advertiser's agency defaults on payment due to Fat City Magazine.
2. Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing date.
3. Fat City Magazine will limit its liability, in the event of an error, to a correction, if requested, or advertising space credit, for only that portion of the ad which may be in error. Advertiser must notify publisher of error in writing within 10 days of publication. Publisher is not responsible for damages, if for any reason an ad fails to be placed.
4. All advertisements are accepted and published upon representation that the agency and/or advertiser is to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser assumes liability for any claim based upon the contents or subject matter of such advertisements, including, without limitation, claims for suits of libel, violation of right of privacy, plagiarism, and copyright infringement.
5. In the event of any default or indebtedness, the advertiser agrees to pay all reasonable costs and attorney fees incurred by Fat City Magazine.

## PLACEMENT

Advertising in Fat City Magazine other than premium placements, is placed on a first come, first served basis, generally with larger sized ads receiving priority placement.

## MECHANICAL CHARGES

Production: Advertisers are charged at prevailing rates for typesetting, composition, art work, color separations, and rebordering of incorrectly sized artwork.

Halftones: The costs of halftones and screens in ads are charged to the advertiser.

Proofs: Proof changes, except for errors made by the publisher, will be charged to the advertiser.

## DISCOUNTS

Frequency discounts are based on the number of issues in which advertisements are run within a contract year. Multiple insertions in a single issue count as one insertion.

## CANCELLATION POLICY

Any advertisement cancelled by client within 90-61 days of the publication date will be assessed a 50% cancellation fee. Client will be 100% responsible for any monies due for advertisements cancelled within 60 days of the contracted publication date. In addition, failure to place the contracted number of ads will result in short billing, with the advertisers being charged the difference in rate between the actual number of insertions and the contracted number.

## PAYMENT POLICY

All payments must be included in the shipment of advertising artwork. Limited exceptions may be made with prior arrangements at the discretion of the Fat City editorial staff.