

Communication Notes • E-Newsletter

FAX form to: 763-497-8810

THE most read Minnesota Chiefs of Police Association communication is our weekly e-newsletter, Communication Notes (C-Notes). Distributed to approximately 680 individuals weekly via email, C-Notes, is a widely-used communication tool for our members.

Advertiser Contact: _____ Phone: _____

Company: _____ Fax: _____

Address: _____

Email: _____

City/State/Zip: _____

Circle frequency/rate below*:

Weekly \$100 per run

Monthly \$300 per month

Yearly \$3,000 per year

Check Type of ad:

Image ad

Text Ad

Frequency Selection:

By Week – List weeks you wish for ad to run

(Typically C-Note is sent on Fridays...please list the Fridays you wish your ad to run.)

By Month – List the months/year you wish your ad to run

By Year – List the first date you would like your ad to run

(your commitment will run a year from that date)

Art Deadline: Art is due the Tuesday of the week your ad is to run.

Unless we hear otherwise by the above deadlines, MN Chiefs will use the most recent art submitted for previous ads.

Mechanical Requirements:

Image ad:

- All ads must be submitted electronically, on disc or via email to: erica@pierreproductions.com
- Art must be 1.625"w x 2.25"h (156 pixels w x 216 pixels h / 117 pts w x 162 pts h)
- Art must be provided in either a .jpg or .gif format for use in a web setting.

Text ad:

- 50 words maximum

Please indicate the URL you would like us to hotlink your ad to:

Signing below constitutes agreement to the details listed above and to the MN Chiefs Advertisement Terms and Conditions listed on page 19.

ADVERTISER'S SIGNATURE

DATE

Contact:

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • erica@pierreproductions.com
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • betsy@pierreproductions.com

Advertising Terms and Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. It is also agreed that the term “publisher” refers to the entity producing the publication – the Minnesota Chiefs of Police Association.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms and Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, the publisher reserves the right to charge a file management fee. Also, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Black and white ad submissions may be printed as a specific color used in the publication (i.e. reflex blue) rather than black. 2-color ads utilizing spot color must designate the Pantone # not as CMYK.

Electronic artwork, if supplied on CD-rom, will not be returned to the advertiser unless requested in writing by the advertiser at the time of submission. The advertiser will be responsible for including a S.A.S.E. with sufficient postage for return of the materials.

The publisher reserves the right to charge for ad design services.

Cancellations will not be accepted after the publication’s deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.