



Wilmington Flower Market

"Benefiting Delaware's Children Since 1921"

Advertising Contract for Wilmington Flower Market Supplement to be distributed in The News Journal on Friday, May 3, 2019

Deadline for contracts: **April 3, 2019** - Deadline for copy & pictures: **April 8, 2019**

Deadline for digital ad files: **April 12, 2019**

Ad Rates and Sizes (Check Unit Desired)

		B&W	Color
Full Page	10" x 10"	\$1,900 ○	\$2,300 ○
Half Page (Horizontal)	10" x 4.93"	\$1,125 ○	\$1,350 ○
Half Page (Vertical)	4.92" x 10"	\$1,125 ○	\$1,350 ○
Quarter Page	4.92" x 4.93"	\$ 650 ○	\$ 775 ○
Eighth Page	4.92" x 2.40"	\$ 350 ○	\$ 450 ○

(photography not provided for 1/8 page ads)

The above prices includes the option to have one photo taken by our professional photographer.

Please Check All That Apply

- Advertising Copy To Be Supplied by Advertiser
- Advertising Copy To Be Supplied by Wilmington Flower Market
- Photo Image To Be Supplied by Advertiser
- Photo To Be Taken by Flower Market Photographer
- Advertiser Will Supply Print Ready File

Specifications For Electronic Files

PDF - PDFX1a or Press Quality PDF (CMYK with fonts embedded)

Business Name _____

Name _____

Signature _____

Address _____

Phone/Fax _____

Email _____

Conditions of Contract

Photography taken by our professional photographer is for publication in the Wilmington Flower Market Supplement only. Advertisers may purchase their digital photo for additional use directly from the photographer. Contact Shelby Hamm at 302-475-9960 for more information.

The Supplement Committee reserves the right to reject any and all advertisements not within its standards of publication. A penalty will be charged for cancellations. No cancellations are allowed after April 12, 2019.

The undersigned authorizes the insertion of the advertisement according to the space unit checked at left. The advertiser agrees to pay the corresponding price as well as any other charges incurred. The advertiser also agrees to accept all the conditions of the contract.

Payments

Please make all checks payable to
Wilmington Flower Market and mail to:
Hamm & Associates, Inc.
2307 Mousley Place
Wilmington, DE 19810

Or pay via credit card on our website:
wilmingtonflowermarket.org/advertising-sponsorship/

Contract & Ad Materials

Contracts can be mailed with payment, or sent via email to: gethamm@comcast.net

Email digital ad files to: gethamm@comcast.net

For more information on advertising & sponsorships, contact Shelby Hamm: 302-475-9960 | gethamm@comcast.net

BALANCE TO BE PAID IN FULL BY APRIL 19, 2019 for inclusion in the Supplement

Ads not paid in full by April 19, 2019 will be charged 1.5% per month on remaining balance

This contract is also available to download at www.wilmingtonflowermarket.org/advertising-sponsorship/