

Make Check payable To:  
**BOULEVARD SENTINEL**  
*Or pay with Pay Pal- it's fast and it's free!*  
 Tom Topping - Publisher at Large  
 TEL: 323 255 1053  
 PO Box 41726 - Eagle Rock, CA 90041  
 E-MAIL boulevard sentinel@gmail.com  
 WEB: www.boulevard sentinel.com

**BOULEVARD SENTINEL**   
 North East L.A.'s Once-a-Month Source

**INVOICE TO:** \_\_\_\_\_

**DATE:** \_\_\_\_\_ **Please Send by:** \_\_\_\_\_ **or call**

RATE SHEET	per month	dimensions	(width x height- all dimensions in inches)
FULL PAGE	\$ 440	10 x 16	odd sizes available by quote
1/2 PAGE	\$ 242	10 x 7.5	
1/4 PAGE or 6x6	\$ 137	5x7.5 or 6x6	pay for 4 months in advance - get 2 free! (must run consecutively)
5x5 / 6x4 / 4x6	\$100	5x5 / 6x4 / 4x6	
5x3 or 4x4	\$ 77	5x3 or 4x4	PRIME LOCATION: add 20% (page 2, 3 & back page)
BUSINESS CARD (6 months only)	165		

Full COLOR Upgrade- \$180 per full page \$100 for 1/2 \$60 for 1/4 page or smaller

**amount \$** \_\_\_\_\_  
**ad size** \_\_\_\_\_  
**month(s)** \_\_\_\_\_

amount	_____
ad art (min)\$50	_____
color	_____
location	_____
subtotal	_____
total sale	_____

**Agreement-Terms**

**ART WORK** - Customer understands that there is a minnumfee of \$50 for all ad art designed, created and/or type set by Publisher, which may be waived at the Publisher's discretion. More complicated or time consuming ad art will be charged by the hour. All ad art is the sole property of "Publisher" and customer agrees to pay \$250 for every unauthorized use of said ad art unless express written permission of the Publisher is received beforehand. Monthly changes in customer art rec. by deadline are free - others charged by hour.

**DEADLINES** - Payment and customer supplied ad artwork must be received by the last Friday of the month for publication on the first Friday of the following month. Any ads not paid in full by that time are subject to delay, resize, and/or down grade from requested color or placement at the publisher's discretion. Customer ad art not received on time is subject to postponement, substitution with the previous month's ad, or replacement with a generic ad at the Publisher's discretion. The Publisher will try to notify customers of approaching deadlines, but, IT IS THE CUSTOMER'S RESPONSIBILITY TO KEEP TRACK OF THE DEADLINES. They are the same every month and always are the last Saturday of the month.

**6 MONTHS FOR THE PRICE OF 4** - The "6 for 4" ongoing promotion is only valid when paid in full in advance, and only if the ad runs every month in a continuous 6 month period. Any other option must be negotiated in advance.

**ERRORS/OMISSIONS** - The Publisher will not be liable for any losses arising from, or due to, any ad errors or omissions, including, but not limited to, delays in publication, ad placement, or typographical errors, beyond a replacement ad of the same cost or a refund for the amount received as payment for the ad. Customer must notify publisher of any errors before the following month's deadline to receive replacement ad.

I understand that by paying I agree to the above terms (signed) \_\_\_\_\_ date \_\_\_\_\_

**CREDIT/DEBIT CARDS** - I hereby consent to my credit/debit account to be charged, and authorize payment for invoiced services provided by Boulevard Sentione, subject to the terms of Boulevard Sentinel and my cardholder agreement. I understand that all credit card sales are subject to approval.

telephone number \_\_\_\_\_ address \_\_\_\_\_  
 signature \_\_\_\_\_ date \_\_\_\_\_

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Tom Topping - Publisher at Large

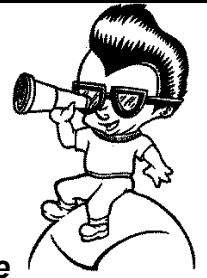
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## **Rate Card**

## **11,500 Distribution**

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amount \$ \_\_\_\_\_

ad size \_\_\_\_\_

month(s) \_\_\_\_\_

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**CREDIT** - Advertiser agrees to the following terms:

**0 to 30 days NET, 31 to 60 days +20%, 61-90 days +50%, 91 days and more +100%**

**COST OF COLLECTION** - Advertiser agrees to pay all costs of collection and/or litigation resulting in efforts to collect unpaid contracts.

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