

# NEW LEAF DISTRIBUTING COMPANY - PRODUCTION SERVICES/AD INSERTION ORDER CONTRACT

401 Thornton Road Lithia Springs, Georgia 30122-1557 • 770-948-7845 • Fax 770-944-2354

## 1. VENDOR • AD INSERTION INFORMATION

All ads must be accompanied by an insertion order. **We need one insertion order per ad.** If you are running more than one ad, or have ads in more than one catalog, make copies of this form and indicate one ad only on each form. **FLYER DESIGN and production services requests should also use this form.**

This order is for:  Ad insertion  Production Services  Both or  Flyer Design

Advertiser/Vendor \_\_\_\_\_

Tell us the most prominent product/book title near top of ad \_\_\_\_\_

**Publication:** Annual Catalogs:  Complete Books  Sidelines: Featuring Calendars & Periodicals  Complete Recordings  
Update Catalogs:  Monthly Update (Enter issue month): \_\_\_\_\_  
EVOLVE! Magazine:  Winter  Spring  Summer  Fall - Holiday Issue  Special Promotions Catalog

**Ad Size:**  Full Page (7-1/4" W x 10" H)  Half Page Wide (7-1/4" W x 4-3/4" H)  Half Page Tall (3-1/2" W x 10" H)  
 Color ad  Quarter Page (3-1/2" W x 4-3/4" H)  Spread (2 full facing pages)  First Page (8-3/4" W x 11-1/4" H)\*  
 B/W ad  Inside Front Cover (8-3/4" W x 11-1/4" H)\*  Inside Back Cover (8-3/4" W x 11-1/4" H)\*  Flyer Design (8-1/2" W x 11" H)  
 Outside Back Cover (8-3/4" W x 11-1/4" H)\* \*\*  Front Cover Package (Call for info)  EVOLVE! Listing  
\* These are "full bleed" sizes and space must be reserved. \*\* EVOLVE back cover dimensions are (8-3/4" W x 8-3/4" H)

Digital files supplied:  CD  Email  Reprint previous ad from \_\_\_\_\_ catalog.  
 New Leaf to create complete ad or flyer. (Please allow minimum 30 days lead time for production. Please complete Section 2 below.)  
 Materials (photo and copy) included with this insertion order.  Materials to arrive by deadline.

## 2. COST OF PRODUCTION SERVICES (IF ANY)

**Extra production or editing:** This is not ad design, but can be included in design cost, billed at \$60.00 per hour / 15 minute increments.

Please email ads@newleaf-dist.com for quotes on all ad, graphic design and production work.

Ad - Size:  1/4 pg.  1/2 pg.  1 pg.  2 pg. spread  Flyer or Eflyer (8.5X11) -  1-sided  2-sided (printed flyer) \$ \_\_\_\_\_  
Description of work (scanning, editing, copy writing, design, etc.): \_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
 Flyer Printing: email flyers@newleaf-dist.com for quote. \$ \_\_\_\_\_

## 3. COST OF YOUR ADVERTISEMENT

**Advertisement Rate:** \_\_\_\_\_ Enter cost of your advertisement from rate schedule. \$ \_\_\_\_\_  
**Discount type or authorization:** \_\_\_\_\_ **Discount amount:** < \_\_\_\_\_ >  
(SMM, consignment, multiple catalog placement, etc.) **Total amount due:** \$ \_\_\_\_\_

## 4. PAYMENT

Check/Money Order enclosed.  Please issue a credit against my account. (requires pre-approval)  Co-op Contracts Attached.  
 Please charge my credit card:  VISA  MC Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_ Cardholder signature: \_\_\_\_\_  
Cardholder Billing Address: \_\_\_\_\_ Phone Number \_\_\_\_\_  
\_\_\_\_\_ Fax Number \_\_\_\_\_  
Who to call if we have questions \_\_\_\_\_ E-mail \_\_\_\_\_  
Authorizing Signature \_\_\_\_\_

NOTICE: Ads not paid in advance or within 15 days of invoicing will be credited against account.

Please make photocopies of this Insertion Order for future use. Ad Insertion Form also available at www.newleafvendors.com