

# 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.

This order is for:  Ad insertion  Production Services

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

Most prominent title or product at top of ad \_\_\_\_\_

**Publication:** Annual Catalogs:  Complete Authors, Artists & Titles  Sidelines, Calendars, & Periodicals  Books & Recordings by Subjects  
Update Catalogs:  Monthly Update (Enter issue month): \_\_\_\_\_  
EVOLVE! Magazine:  Winter  Spring  Summer  Fall  Holiday Gift Guide

**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)  
 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)\*  
 Inside Front Cover (8-3/4" W x 11-1/4" H)\*  Inside Back Cover (8-3/4" W x 11-1/4" H)\*  Outside Back Cover (8-3/4" W x 11-1/4" H)\*  
 Front Cover Package (Call for info)  EVOLVE! Listing  EVOLVE back cover (8-3/4" W x 8-3/4" H)\*

\* These are "full bleed" sizes and space must be reserved.

**Ad Type:**  Color ad  Black & White ad  Digital files supplied:  CD/DVD  E-mail  
 Materials to arrive by deadline.  Reprint ad from previous publication: \_\_\_\_\_  
 New Leaf to design / prepare complete ad. (Allow a minimum 30 days lead time for production. Please complete Section 2 below.)

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

**Production Charges:** Production charges billed at \$60.00 per hour / 15 minute increments.

Please call for quotes on all graphic design and production work.

Ad - Size:  1/4 pg.  1/2 pg.  1 pg.  2 pg. spread \$ \_\_\_\_\_

Description of work (scanning, copy writing, design, etc.): \_\_\_\_\_ \$ \_\_\_\_\_

Printing: (Send email to ads@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:** < \_\_\_\_\_ >  
(Consignment, multiple 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. Co-op Auth. No. \_\_\_\_\_

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](http://www.newleafvendors.com)