



# PONY EXPRESS

## Advertisement Pricing

All pricing listed is per publication unless otherwise stated

Pricing by Size			Premium Location Pricing		
Size <i>(See attached for dimensions)</i>	Monthly Contract	Annual Contract	Location <i>(Full page advertisements only)</i>	Monthly Contract	Annual Contract
Full Page	\$550.00	\$500.00	Inside Front Coverstress	\$850.00	\$800.00
2/3 Page	\$450.00	\$400.00	Centerfold (per page)	\$700.00	\$650.00
1/2 Page	\$375.00	\$325.00	Inside Back Cover	\$800.00	\$750.00
1/3 Page	\$300.00	\$250.00	Outside Back Cover <i>(2/3 page)</i>	\$900.00	\$850.00
1/4 Page	\$225.00	\$175.00	Article Sponsorship <i>(One-time)</i>	\$250.00	
1/8 Page	\$175.00	\$125.00	Business Directory Listing	\$50.00	\$35.00

Design Services					
Advertisement Creation			Design Changes		
Full Page	\$500.00	<i>One-time fee</i>	Hyperlink on Digital File	\$10.00	<i>Per Month</i>
2/3 Page	\$400.00	<i>One-time fee</i>	Text Change	\$25.00	<i>Per Change</i>
1/2 Page	\$300.00	<i>One-time fee</i>	Photo Change	\$25.00	<i>Per Change</i>
1/3 Page	\$250.00	<i>One-time fee</i>	Style Change	\$50.00	<i>Per Change</i>
1/4 Page	\$200.00	<i>One-time fee</i>	Formatting Change	\$50.00	<i>Per Change</i>
1/8 Page	\$150.00	<i>One-time fee</i>	Addition of Photo/Banner	\$50.00	<i>Per Change</i>
<i>Advertiser to supply text, photos, logos, etc. for Ad Creation / Changes</i>			Total Design Change	75% of Ad Creation Price	

Classified Ads <i>(No Commercial Advertising)</i>		Special Discounts	
Nellie Gail Ranch Resident	FREE	Resident Owned Business	10%
Non-Resident Classified Ad	\$10.00	Contract Paid in Full at Signing	10%

Accepted methods of payment include cash, check, or credit card. All checks must be made payable to NGROA. Credit cards are subject to a 5% transaction fee and a Credit Card Authorization Form must be completed.

### Nellie Gail Ranch Owners Association

25211 Empty Saddle Drive - Laguna Hills, CA 92653  
(949) 425-1477 - PonyExpress@NellieGailRanch.org

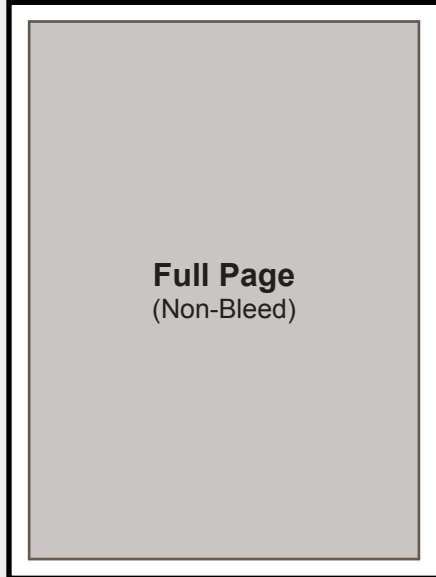


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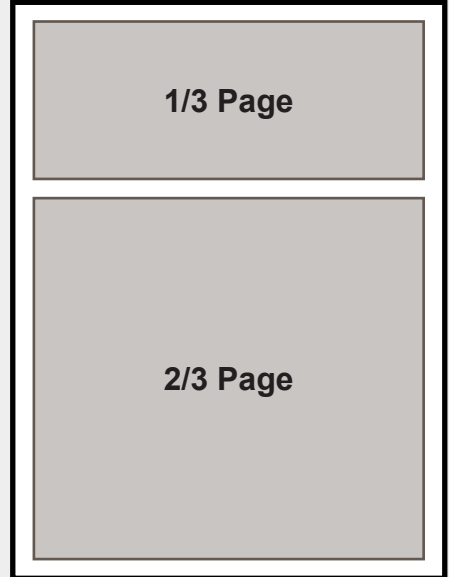
## Advertisement Dimensions



**Full Page**  
(Bleed)

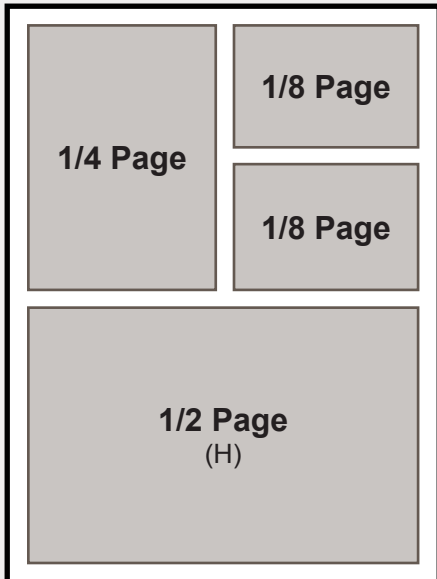


**Full Page**  
(Non-Bleed)



**1/3 Page**

**2/3 Page**

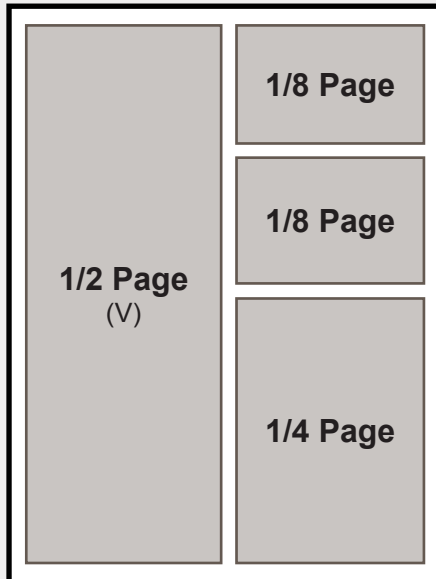


**1/4 Page**

**1/8 Page**

**1/8 Page**

**1/2 Page**  
(H)



**1/2 Page**  
(V)

**1/8 Page**

**1/8 Page**

**1/4 Page**

### AD SIZES AVAILABLE

(Width x Height in Inches)

<b>Full Page</b>	(bleed).....	8.75" x 11.25"
	(non-bleed)...	7.5" x 9.75"
<b>2/3 Page</b>	.....	7.5" x 6.5"
<b>1/2 Page</b>	(V).....	3.625" x 9.75"
	(H).....	7.5" x 4.75"
<b>1/3 Page</b>	.....	7.5" x 3.125"
<b>1/4 Page</b>	.....	3.625" x 4.75"
<b>1/8 Page</b>	.....	3.625" x 2.25"

**Note:** Ads must conform to these dimensions. In the event they do not, the ad will be reduced or enlarged to fit designated space. Please keep live matter 1/4" from trim size on all four sides to ensure cropping space. The submission deadline is the fifth day of the month prior to the month of publication. The preferred submission format is a digital PDF or JPEG file, at least 1 MB in size and/or 300 dpi resolution. Submissions must be emailed to [PonyExpress@NellieGailRanch.org](mailto:PonyExpress@NellieGailRanch.org) or delivered to the NGROA office.

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# PONY EXPRESS

## Advertising Agreement

### Advertiser Information

Contact Name:	Company:	
Phone:	Address:	
Phone:	Suite:	
Fax:	City:	
Email:	State:	Zip:

Ad Size	Placement <i>(Premium Ad only)</i>	Terms <i>(Annual / Monthly)</i>	Price
			\$
			\$
			\$
			\$
			\$
			\$
Comments / Special Instructions: _____ _____ _____ _____		Monthly Subtotal:	\$
		Number of Months:	
		Discount: _____%	\$
		Design Fee(s):	\$
		Total:	\$
		choose one of the listed payment options >	Monthly Payments:
	Annual Payment <i>(10% off)</i> :	\$	

First Publication: _____ / _____ Month Year	Final Publication: _____ / _____ Month Year
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Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Nellie Gail Ranch Owners Association**  
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# PONY EXPRESS

## Advertising Contract

**PARTIES:** This Advertising Agreement is made by and between \_\_\_\_\_ (hereinafter referred to as "Advertiser") and the Nellie Gail Ranch Owners Association (hereinafter referred to as "NGROA"), publisher of the Nellie Gail Ranch "Pony Express" magazine.

**PUBLICATION:** The Pony Express is a monthly publication. Advertisements will be placed in the Pony Express based on the size and location of advertisement selected by Advertiser, as noted in Advertising Agreement (for Premium locations only), attached and incorporated hereto by this reference.

**ADVERTISEMENT SUBMISSIONS:** The advertisement submission deadline is the fifth day of the month prior to the month of publication. The preferred submission format is a digital PDF file, at least 1 MB in size and/or 300 dpi resolution. Submissions may be emailed to PonyExpress@NellieGailRanch.org or delivered to the Nellie Gail Ranch Owners Association office on a disc or flash drive. NGROA is not responsible for errors within advertisements that the Advertiser has designed and submitted. NGROA reserves the right to refuse to publish material submitted for publication which NGROA deems inappropriate or illegal.

**ADVERTISEMENT CREATION AND/OR DESIGN SERVICES:** NGROA can create and/or design an advertisement for a one-time design fee (as listed on the Advertisement Pricing sheet, which is subject to change by NGROA without notice to Advertiser). Advertiser must provide all text, photos, logos and necessary design materials to be used within the created advertisement to NGROA by the advertisement submission deadline. Accepted submission formats include: Word documents, JPEG, JPG, GIF, PNG, PDF or BMP. NGROA can perform design changes to an advertisement for a one-time fee (as listed on the Advertisement Pricing sheet, which is subject to change by NGROA without notice to Advertiser) provided the changes and/or materials are furnished by the Advertiser. For all design services, NGROA will provide Advertiser with a full size, full color proof and give 48 hours to review and provide any request for changes to NGROA. If Advertiser fails to provide a response to NGROA within the 48 hour period, the advertisement will be published as is. NGROA is not responsible for errors that the Advertiser fails to correct on the provided proof. (Please note that exact colors may vary between emailed proofs and printed publications). All design fees must be paid in addition to advertisement costs and will apply to the first month's balance or the first applicable month for any design changes.

**PAYMENT:** The contract price is described in the Advertising Agreement, attached and incorporated hereto by this reference. Advertisers are responsible for payment of the full amount due on the contract. Advertiser agrees that full payment of the contract price, including advertisement and design fees, must be rendered in order for the terms of the contract to be satisfied. Equal monthly payments can be made with the first month due at the time of signing of the contract. The Advertiser will be billed one month in advance of publication for the duration of the contract. Accepted payments include cash, credit card (subject to 5% fee), or check made payable to Nellie Gail Ranch Owners Association (or NGROA).

**PAST DUE BALANCES:** Balances that go unpaid for a period of 30 days or more are subject to a 10% late fee per month until the balance is paid in full. Delinquent accounts are subject to collections actions and any and all collections fees will be added to the unpaid balance. In the event of such unpaid balance, NGROA reserves the right to remove any and all advertisements currently under contract by the Advertiser from all future and subsequent publications until balance is paid in full. Advertiser is responsible for all advertisement fees under the contract even if NGROA removes advertisement(s) from publication due to an unpaid balance.

**TERMINATION OF CONTRACT:** All contracts between Advertiser and NGROA may be terminated with written notice made 30 days before the final month's submission deadline. Contracts terminated by Advertiser before the final contract date, as noted in the Advertising Agreement, must remit a termination fee of 5% of the full contract price. No partial or pro-rated amounts will be accepted as payment in full unless otherwise agreed upon in writing between Advertiser and NGROA.

**ADVERTISER WARRANTIES:** The Advertiser warrants that no advertisement (i) shall infringe or prejudice the rights of any third party (including without limitation, intellectual property rights); or (ii) shall be defamatory of any third party.

**INDEMNITY:** Advertiser shall indemnify, defend and hold harmless NGROA, NGROA's Agent and each of their respective directors, officers, employees, partners, shareholders, members, authorized agents, representatives, successors and assigns from and against any and all liabilities, claims, demands, causes of action, settlements, administrative orders, judgments, damages, costs and expenses, including, but not limited to, attorney's fees and investigative costs (collectively, "Claims"), which result directly or indirectly from any breach by Advertiser of any of Advertiser's warranties.

**ENTIRE AGREEMENT:** This contract represents the entire agreement between NGROA and Advertiser, and supersedes all prior negotiations, representations or agreements, either written or oral. This contract may be amended only in writing, signed and dated by both parties. This contract may be superseded by a subsequent contract only if the subsequent contract specifically states so. This contract supersedes any and all previous contracts entered into between the Advertiser and NGROA.

**LIMITATION ON LIABILITY:** NGROA shall not be responsible for any loss of income, sales or other loss to Advertiser resulting from the advertising or design services provided by NGROA. NGROA's liability, if any, shall not exceed the advertising or design fees paid to NGROA for the advertisement in which the liability arises.

**GOVERNING LAW:** This Contract shall be governed by the laws of the State of California.

**ENFORCEMENT AND ARBITRATION:** Should a dispute arise between the parties regarding this contract, each of the parties hereto agrees that the dispute may be submitted to Judicial Arbitration and Mediation Services (JAMS) of Orange County, Judicate West of Orange County or any other mutually acceptable service within Orange County, California. All other remedies available to the parties either in law or in equity remain available to them.

I hereby acknowledge that I have read and reviewed the contract in its entirety and I understand and agree with all of the terms of the contract as written above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Nellie Gail Ranch Owners Association**

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# PONY EXPRESS

## Credit Card Authorization

### PRINT AND COMPLETE THIS AUTHORIZATION FORM AND RETURN

All information will remain confidential

#### Credit Card Information

Name on Card:

Company Name:

Billing Address:

City:

State:

Zip:

Credit Card Type:

\_\_\_\_\_ Visa    \_\_\_\_\_ AmEx    \_\_\_\_\_ Mastercard    \_\_\_\_\_ Discover

Credit Card Number:

Expiration Date:

CVC:

*(3 digits located on the back of card)*

Amount Due:

\$

\_\_\_\_\_ One-Time Charge

5% Credit Card Fee:

\$

\_\_\_\_\_ Reoccurring Charge\*

Total Amount to Charge:

\$

Final Charge \_\_\_\_\_ / \_\_\_\_\_  
Month                      Year

\* Reoccurring charges will be paid on the first of each month at the time of billing. Charges will be applied as agreed upon in the Advertising Agreement.

I authorize NELLIE GAIL RANCH OWNERS ASSOCIATION to charge the amount listed above to the credit card provided herein. I agree to pay for this purchase in accordance with the issuing bank cardholder agreement.

#### Cardholder - Please Sign and Date

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

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