



CAMP RUSSELL
GENERAL HERKIMER COUNCIL, INC.
P.O. BOX 128
HERKIMER, NEW YORK 13350
(315) 866-1540

*Done.
If you have
any questions since
we A call Thomas
P1*

Advertising Agreement

General Herkimer Boy Scout Council 75th Anniversary Program Book

Advertiser GTE New York
Address 850 Harrison St. Ext.
Johnstown, N.Y. 12095
Phone (518) 773-6203 Contact Deborah Mazzone

Space Ordered

Cost

☐ 1/8 ☐ 1/4 ☐ 1/2 ☒ Full Inside cover
☐ Center Spread Special

\$ 300

Special Instructions Confirming phone conversation 12/18/92
OK, and camera ready art are both in progress

I hereby authorize General Herkimer Boy Scout Council to insert our advertisement in the Camp Russell 75th Anniversary Program Book subject to the terms and conditions on both sides of this agreement.

Deborah J. Mazzone 12/18/92 Cal Schu 12/20/92
Signed by Advertiser Date Accepted by Boy Scout Representative Date

1/8 Page — \$ 60 = 3-1/2 × 2-3/8

1/4 Page — \$100 = 3-1/2 × 4-3/4

1/2 Page — \$175 = 7-1/8 × 4-3/4

Full Page — \$250 = 7-1/8 × 9-1/2

7-1/16 × 2-3/8 Center Spread — \$175 (above daily program (only 2 available)

Back Cover — \$350 black & white; full color — \$200 extra

Advertiser to supply 4 color separated 1-piece negatives, up to 100 line screen H/T's

Inside Front or Back Cover — \$300 black & white

MECHANICAL SPECIFICATIONS

AD FORMAT: Only ad sizes shown on back are available.

AD FORM: Publisher will accept black & white camera ready copy in unmounted PMT or Velox form at exact size. Halftones up to 100 line screen.

PRODUCTION CHARGES

Advertiser will be billed additionally for ad design, layout and illustration, typesetting, paste-up work, modifications in copy submitted as camera ready, any tints, halftones, reverses, stripping-in, reduction or enlargement of separate pieces, or combining of ad elements into one piece.

TERMS

PAYMENT: Invoices are due and payable when rendered.

COPY: Publisher reserves the right to reject any advertising considered objectionable. Advertising that resembles editorial may be marked "advertisement" by the publisher.

CLOSING DATE: Deadline for submission of ads is Dec. 31, 1992. Copy received after the closing date is only by publisher's approval. No cancellations are accepted.

CONDITIONS

All advertising agreements are subject to labor disputes, fires, accidents or other contingencies beyond the publisher's control, and he shall not be held liable for damages if for any reason he fails to publish an advertisement. The advertiser agrees to indemnify and hold harmless the publisher against any claim or litigation arising from the publication of any advertisements. All advertisements are published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. Location of ads is not guaranteed by publisher.