



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

## Advertising Agreement

General Herkimer Boy Scout Council 75th Anniversary Program Book

Advertiser TRUE VALUE ILION HARDWARE

Address 39 W. CLARK ST.

ILION, N.Y. 13357

Phone 894 5274 Contact MARY ANN

Space Ordered

Cost

☒ 1/8 ☐ 1/4 ☐ 1/2 ☐ Full

\$ 60.00

☐ Center Spread Special

Special Instructions card on back

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.

MaryAnn Prestina 1/19/93 Donald R Thomas 1/19/93  
Signed by Advertiser Date Accepted by Boy Scout Representative Date

1/8 Page — \$ 60 = 3-1/2 × 2-3/8

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

1/4 Page — \$100 = 3-1/2 × 4-3/4

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

1/2 Page — \$175 = 7-1/8 × 4-3/4

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

Full Page — \$250 = 7-1/8 × 9-1/2

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.