

# ADVERTISE WITH US!

## Center Scene

The *Center Scene* magazine is a monthly publication of community news, member stories, programs and events. JCCGW members, supporters and program participants turn to the *Center Scene* for the latest in Center news and happenings.

The monthly magazine is published September-June and is distributed to over 7,000 homes in the Greater Washington community.

**Benefits:**

- Full color at no additional cost
- Digital copy of magazine posted on jccgw.org website
- Recognition and live link to your website on our Seen in the *Center Scene* webpage

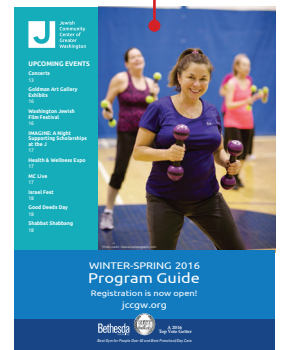


## Program Guide

The program guide is published and mailed to over 7,000 members, supporters, program participants and community members twice a year ( Fall and Winter). Each issue has a shelf life of over 4 months and contain information on our classes, programs and events.

**Benefits:**

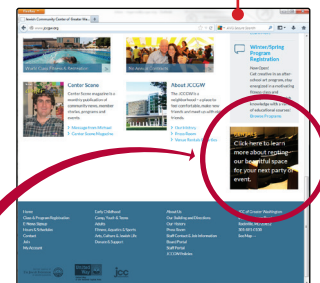
- Full color at no additional charge
- Digital copy of the program guide posted on jccgw.org website



## Website

The JCCGW's website receives over **37,000 page views** per month and increases every day!

- Your ad is displayed on the home page of our site, or other internal pages.
- Direct link to your website. Our content is updated daily which means that people check our website frequently.
- Our Camp & Preschool families visit frequently to download newsletters and view photos.
- Each day, hundreds of families attend our school, childcare, camp and after-school programming and they always come to our home page.
- Our website is advertised on every mailer we send out. We send several mailings each month, many of them being delivered to thousands of homes and businesses.
- We drive traffic to our site everyday through our multiple emails a week!



## e-newsletter Each Friday

Reach over 14,000 JCCGW e-news subscribers by advertising in our weekly e-newsletter, sent every Friday. Only 1 E-News advertiser is accepted per issue, so you can be sure your ad will stand out!

For more information or to reserve ad space, please contact Treva Bustow, at 301.348.3750 or tbustow@jccgw.org.



Name of Advertiser \_\_\_\_\_



Phone Number \_\_\_\_\_ email \_\_\_\_\_

## Price & Specs Sheet

Ad space reservations are due by the 1st of the month prior to the publication month; Final artwork due the 10th of the month prior.

### Center Scene

**Premium Positions:**

- Back Cover
- Inside Front Cover
- Inside Back Cover

**Ad Size:**

- Full Page (8 x 10 .5)
- Half Page (8 x 5.25)
- 1/3 Page (5.32 x 5.25)
- 1/6 Page (2.66 x 5.25)

**Insertions:**

- One-time (1X)
- Four-times (4X)
- Four-times (8X)

**Issue:**

- September 8/10/16
- October 9/12/16
- November 10/10/16
- December - January 11/10/16
- February 01/10/17
- March 2/10/17
- April 3/10/17
- May - June 4/10/17

**Closing Date:**

	W' x H"	1x	4x*	8x*
1/2 Page	8 x 5.25	\$700	\$600	\$xxx
1/3 Page	5.32 x 5.25	\$500	\$430	\$xxx
1/6 Page	2.66 x 5.25	\$275	\$240	\$xxx

\*price is per ad

### Program Guide

(Allow 0.25 for bleeds)	Fall Program Guide (Est. Mail Date early-August)	Winter Program Guide (Est. Mail Date early-January)
Full Page 10.5" x 8" <small>(back cover, inside back cover or internal page)</small>	\$1100 <input type="checkbox"/>	\$1100 <input type="checkbox"/>
1/2 Page 5.25" x 8" <small>(inside pages only)</small>	\$500 <input type="checkbox"/>	\$500 <input type="checkbox"/>

### Website

Banner Type	Page Placement	1 month contract	3 month contract	6 month contract	12 month contract	Available Spaces
Home Page 250x250 Pixels	Home Page Only	\$450/month	\$375/month	\$300/month	\$250/month	1
Internal Page 250x250 Pixels	Program Specific	\$400/month	\$300/month	\$250/month	\$210/month	1

### e-newsletter

\$200 per E-News issue | jpeg graphic & live link (not to exceed 230 characters) (500 pix x 220 pix)

Ads that attempt to install software or spyware on user's computers are prohibited. All ads are subject to approval before being accepted.

**All ads must be print ready upon submission. No ads will be created by the Publisher unless contracted at \$100 per ad to be paid in advance and in full of the ad appearing in the publication.**

For more information or to reserve ad space, please contact Treva Bustow, at 301.348.3750 or tbustow@jccgw.org.



# ADVERTISE WITH US!

## INSERTION ORDER & ADVERTISING AGREEMENT

PLEASE PRINT AND EMAIL FORM TO TREVA BUSTOW AT TBUSTOW@JCCGW.ORG.

Name of Advertiser \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail \_\_\_\_\_

Agency (if applicable) \_\_\_\_\_

Special Position Request \_\_\_\_\_

Cost Per Issue \_\_\_\_\_

I understand that I am bound by the guidelines, deadlines and rates published on the Rate Card that can be found online and by the terms and conditions stated in this Insertion Order and Advertising Agreement.

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

### PAYMENT INFORMATION All [jccgw.org](http://jccgw.org) advertising contracts must be prepaid.

Cost \_\_\_\_\_

- A check made payable to the JCCGW is enclosed
- Please charge my credit card       Visa       Mastercard       AmEx       Discover
- Please automatically charge my credit card when payment is due

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

I understand that I am bound by the guidelines, deadlines and rates published on on this page and by the terms and conditions stated in this Insertion Order and Advertising Agreement.

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

For more information or to reserve ad space, please contact Treva Bustow, at 301.348.3750 or [tbustow@jccgw.org](mailto:tbustow@jccgw.org).

6125 Montrose Road, Rockville MD 20852 • [jccgw.org](http://jccgw.org) • 301.881.0100

<b>Total order amount:</b>	
\$ _____	Center Scene
\$ _____	Web
\$ _____	Email
\$ _____	Ad Design
\$ _____	<b>TOTAL</b>

## INSERTION ORDER & ADVERTISING AGREEMENT: STANDARD TERMS AND CONDITIONS

The Jewish Community Center of Greater Washington, with its principal office at 6125 Montrose Road, Rockville, Maryland (hereafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement that is contracted for placement in any print or electronic publication including Center Scene. All Insertion Order & Advertising Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the customer, the Insertion Order & Advertising Agreement becomes valid and is governed by the laws of Maryland.

### Advertising Policy

The Publisher will not be bound by conditions on other contracts or insertion orders that may be in conflict with the provisions of this contract. All advertisement instructions must be submitted on this *Center Scene* Insertion Order & Advertising Agreement (hereinafter referred to as "Agreement"). The Publisher reserves the right to amend or revise rates, terms and conditions of this Agreement upon 30 days written notice. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher prior to the effective date of the amendments, cancel its advertising Agreement, upon payment of any outstanding invoices. If frequency discount is not earned because of cancellation, advertiser agrees to pay difference between frequency rate paid and frequency rate earned.

### Ad Materials Responsibility

In the event the advertiser fails to supply ad materials by the Publisher's closing date, the Publisher reserves the right to repeat a previous advertisement or not publish the ad. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place. Final ad materials will be stored for six months and destroyed thereafter.

All ads must be print ready upon submission. No ads will be created by the Publisher unless contracted at a separate rate to be paid in advance and in full of the ad appearing in the publication. There will only be two proofs to the advertiser if contracted to create the ads, with no exceptions.

### Copy Acceptance

Advertising copy furnished by the advertiser shall be in a form acceptable to the Publisher. Publisher reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading or objectionable. Advertising that resembles editorial shall be marked "Advertisement" at the top of the ad in not less than 10-point type. **Any political ads are not acceptable.**

### Advertiser's Responsibility

All advertisements are accepted and published by the Publisher upon the representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser agrees to indemnify and hold the Publisher harmless from and against any loss resulting from claims or suits of defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause. If an advertiser does not submit their ad(s) in time for publication, the Publisher will not print or run the ad in that issue. The Publisher is not responsible for re-publishing the ad that was missed.

### Advertising Design & Production

All ad material shall be submitted in accordance with the Publisher's Advertising and Production Specifications as set forth on the Publisher's current Rate Card And Specifications. The Publisher reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

### Billing

Prepayment is required for new advertisers. A signed contract and payment for the first insertion are due by the first closing date, along with the ad. Subsequent insertions will be billed upon publication. Invoices are net and payable upon receipt unless otherwise noted. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 days of billing date. Payment will be made direct to Publisher at the address on the front of this Agreement. Accounts delinquent 30 days will be charged interest at the rate of 18 percent per annum. Should an Advertiser and/or agency default or otherwise be late in payment of advertising invoices, the Publisher

has the right to omit the advertisement from the publication. The Advertiser and/or agency will forfeit any and all payments previously made toward the purchase of said advertisement. In the event advertiser and/or agency default or are otherwise late in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collections, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills. In such event, the Publisher reserves the right to either terminate this Agreement or to enforce this Agreement pursuant to the terms set forth. Venue for any judicial proceeding concerning enforcement or any provisions of this Agreement including any action of nonpayment shall be in the State of Maryland.

### Cancellations

Cancellations must be in writing and within 15 business days of closing date and are not considered accepted until confirmed by the Publisher.

### Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement for any reason, it is the Advertiser's responsibility to notify the Publisher, in writing and within seven days after delivery of first-bound copies/tear sheets. Publisher's liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected. Publisher is not responsible for errors in key numbers. In no event shall Publisher be liable for incidental or consequential damages incurred by Advertiser in the event of any error or omission by Publisher.

### Performance

Publisher shall not be held responsible for damages for failure to print or circulate any issue, or for delays in printing said issue. The Advertiser shall be entitled to a complete refund of monies paid if the Publisher fails to print the issue covered by this Agreement. No discount of Advertiser's monies shall be paid for delays beyond the Publisher's control, including delays caused by production and printing. Performance by the Publisher shall be contingent upon availability of materials and labor, and no interruption by acts of God/nature, riots, warfare, government laws or regulations, vendor delays, and/or conditions beyond the Publisher's control. In no event shall Publisher be liable for incidental or consequential damages incurred by Advertiser for failure to print/circulate or the delay in printing/circulating an issue.

### Miscellaneous

The Publisher may assign its rights, duties, and other obligations under this Agreement to any corporation or other entity that becomes the Publisher of the contracted publication. This Agreement shall be binding upon and shall inure to the benefit of the successors and assigns of the Advertiser. In the event that the Advertiser ceases to exist or operate then this Agreement will terminate as of said date, except that in the event the Advertiser or any principals of the Advertiser's or any principals of the Advertiser's thereafter continues to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding to the principals or his/her successor(s).

This Agreement shall terminate after the last insertion as set forth in this Agreement is published; provided however, that the Publisher may terminate this Agreement at any time if it ceases to publish the contracted publication.

This Agreement sets forth the entire agreement between the parties hereto and shall be construed under the laws of the State of Maryland. Any waiver by the Publisher of any breach of this Agreement by the Advertiser, or any default in payment by the Advertiser, shall not be construed as a waiver of any prior or subsequent breach or default of the same or any other provision of this Agreement.

### Severability

In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.