



2024 Reflections Advertising Contract

Number of Months Advertising	1	3	Total for 3	6	Total for 6	12	Total for 12
1/8 page 3.875" (W) x 2.5" (H)	\$135	\$130/month	\$390	\$125/month	\$750	\$115/month	\$1,380
1/4 page (V) 3.875" x 5" (H) 7.875" x 2.5"	\$245	\$230/month	\$690	\$220/month	\$1,320	\$210/month	\$2,520
1/2 page (V) 3.875" x 10.25" (H) 7.875" x 5"	\$475	\$450/month	\$1,350	\$440/month	\$2,640	\$420/month	\$5,040
Full Page 7.875" x 10.25"	\$660	\$620/month	\$1,860	\$600/month	\$3,600	\$575/month	\$6,900

Premium Positions: FOR FULL PAGE ADS ONLY. 1st Full Page of the Ad Section (\$100/month); 2nd Full Page of the Ad Section (\$90/month); Inside Back Cover-Left (\$90/month); Inside Back Cover (\$110/month). Back Cover Not for Sale. **Premium Position prices are monthly fees added to the monthly price of the ad.** Premium Positions are first come, first served and can only be reserved with a current contract and payment received. **No political advertisements of any kind will be accepted.**

Notices: **Completed contract and payment must be received by the first business day of the month prior to the publication month.** All deadlines can be found on page 3. Only approved display ads that meet the size and material specifications as listed will be accepted. All costs of collection, including reasonable attorney's fees incurred by Solivita, shall be reimbursed by the Company. **Email contract and ad artwork to SolivitaAdvertising@SolivitaClub.com and make payment via check, money order or cashier's check (directions on page 3).**

Materials Specifications and Ad Policies: Print-ready ad files should be submitted via email to SolivitaAdvertising@SolivitaClub.com. **Ads must be built to exact ad size specifications, found in the chart above.** *Reflections staff does NOT create the ads.* Ad file formats accepted: JPEG, TIF, or PDF. Files should be at 300 dpi. Ads that do not adhere to these specifications may be rejected or delayed. We do not accept photocopies, clipped ads, WordPerfect, Microsoft Word or Excel files. Final advertisement colors are printed in process color "CMYK." Advertisers are responsible for verifying desired color compatibility, as Solivita does not accept any responsibility for variations between those submitted and the final CMYK color. *All changes to ads must be made by advertiser and resubmitted before the published deadline.* New ads can be submitted each month of the contract period. **If new ad artwork is not submitted by the monthly deadline, the most recent ad on file will be used.**

Payment/Rate Policy: Advertisements must be paid in full, in advance, prior to publication (payment deadlines listed on page 3). *No agency discounts.* Payment can be made via **check, money order or cashier's check.** Checks should be made payable to **Avatar Properties Inc, Solivita Club.** See page 3 for mailing instructions.

Cancellation: Solivita may cancel the ad contract on 10 days written notice to Company, due to printing deadlines. Company may only cancel the contract with 30 days written notice to Solivita. If such cancellation occurs, Company's ad will not be published in the next scheduled publication. Refund amount will be recalculated by considering the length of time the advertisement was printed. The term of the recalculated amount will be based on the time frames as listed above or a portion thereof. Solivita reserves the right to reject and/or discontinue any advertisement at any time, for any reason whatsoever in its unfettered discretion. In the event of rejection and/or discontinuance, Solivita will refund amounts per the calculation set forth in the cancellation provision.

Company Name: _____ Phone: _____
 Company Address: _____ Email: _____
 City, State, Zip: _____ Cell: _____

Ad Artwork (Circle one): Email Ad Use Ad On File
 Ad Size (Circle one): Full Page 1/2 (H) 1/2 (V) 1/4 (H) 1/4 (V) 1/8
 Premium Position (Circle One): 1st Page 2nd Page Inside Back Cover Left Inside Back Cover
 Length of Run (List number of months): _____
 Desired Publication Months: _____

Ad Cost Per Month: _____ Premium Position Cost Per Month: _____ Total Due: _____

I agree to the terms and costs as outlined above and understand that emailed ads are not guaranteed for publication or appearance.

Name: _____
 Printed Signature Date

Email: SolivitaAdvertising@SolivitaClub.com • Phone: 863-440-0377 • www.SolivitaAdvertising.com

For Office Use Only

Date Received: _____

Paid: _____

CC/ACH or Check # _____

Check Date: _____

Database Deposit

Artwork Entered By: _____

File Type:

JPEG PDF

TIF Other _____

Converted:

PSD AI

Ad Run:

Start: _____ End: _____

Notes:



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General

- No ads pertaining to death, immoral activity or activity of a questionable nature will be accepted.
- Once contract and payment have been received, your ad will be placed in the next available publication, or the publication month's requested, if available.
- Solivita reserves the right to refuse any ad for any reason. All ads are subject to approval.
- Solivita does not guarantee any work or claims made by advertisers. Publication does not constitute an endorsement or approval of goods or services advertised herein by Solivita.
- Rates are subject to change without notice.
- Premium positions are available for full page advertisements only, and are first come, first served.
- No advertisements containing politics, political affiliations or campaign materials will be accepted.
- Only one business allowed per ad.
- Ad pages are limited to one half of *Reflections* - they cannot outnumber editorial pages. Ad pages will be confined to the second half of the publication.
- Advertisers are responsible for submitting their print-ready ad artwork by the published deadline for each month of the contract, or the previous ad on file will continue to run. **Reflections staff does not create the advertisements, nor makes changes to existing ads, and is not responsible for ads running with outdated information, if advertiser does not submit updated ad artwork by the deadline.**

Errors & Omissions

- If ad is omitted altogether due to fault of *Reflections* staff, "make-good" ad credit or refund of ad price for the month omitted will be extended. No compensation for potential lost business will be made under any circumstances.
- Solivita is not responsible for errors or omissions made by advertisers. No compensation will be made for said errors and omissions.

Solivita Resident Discount

- A discounted rate of 50% off the **one-month ad price** of \$135 will be extended to Solivita residents for **1/8 page advertisements only**. The total cost is \$67.50 per month. All other ad sizes are at the prevailing rates listed in the chart on page 1.
- Discounted ads will account for no more than 25% of total advertisements per month. Once the limit has been reached, the resident may take the next available month (under 25%) or purchase an advertisement at full price.
- Residents may run only ONE (1) discounted 1/8 page size ad per month, per phone number and/or address. If a second ad with the same phone number and/or address is requested, the non-resident rates will apply.
- Resident advertisers will not receive a separate tear sheet as they receive a copy of the entire newsletter.

Name: _____
Printed
Signature
Date



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The chart below represents the deadlines for the submission of contract, payment, and ad artwork.

Advertising Month	Last Day to Submit Contract and Payment	Print Ready Ad Artwork Deadline
January 2024	December 1, 2023	December 11, 2023
February 2024	January 2, 2024	January 10, 2024
March 2024	February 1, 2024	February 9, 2024
April 2024	March 1, 2024	March 11, 2024
May 2024	April 1, 2024	April 10, 2024
June 2024	May 1, 2024	May 10, 2024
July 2024	June 3, 2024	June 10, 2024
August 2024	July 1, 2024	July 10, 2024
September 2024	August 1, 2024	August 9, 2024
October 2024	September 2, 2024	September 10, 2024
November 2024	October 1, 2024	October 10, 2024
December 2024	November 1, 2024	November 11, 2024

All Submissions Must Include:

- **Completed Contract** - Emailed to SolivitaAdvertising@SolivitaClub.com
- **Payment** - Check, Money Order or Cashier's Check (no credit card payments) - **Check Made Out to Avatar Properties Inc, Solivita Club**
- **Print-Ready Ad Artwork** - Emailed by deadline to SolivitaAdvertising@SolivitaClub.com

Mailing Address:

Overflow Design Group
Attn: Amanda Wright
19046 Bruce B. Downs Blvd., #1066
Tampa, FL 33647