What's Up For Kids - Advertising Contract

Business Name_____

Contact_____Email _____

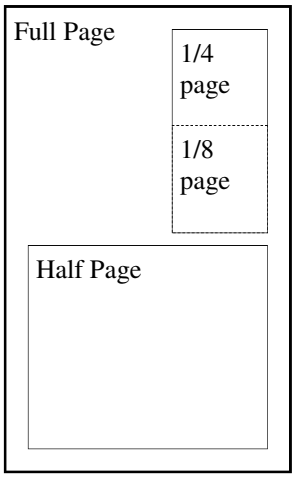
Address_____

Phone#_____ Fax #_____

Contract to begin (circle): March/April May/June July/August Sept/Oct Nov/Dec Jan/Feb
Frequency (circle): 1x 2x 3x 4x 5x 6x

Camera Ready Art enclosed _____ Typesetting needed _____ Size:_____

Bi-Monthly Rate_____ *All ads run in full color at no additional charge.*



Circulation 20,000	**W" x H"**	**1x**	**2x**	**3x**	**4x**	**5x**	**6x**
Bi-Monthly	**width x height**	**(Cost per bi-monthly issue)**					
1/8 page	2.25" x 1.5"	$135	120	108	98	93	90
1/4 page	2.25" x 3.5"	$250	235	225	205	195	185
1/2 page	4.5" x 3.5"	$500	475	450	410	390	375
Full Page	4.5" x 7"	$950	920	870	820	785	750
Family Resource Listing		$60 (no discounts)					

Publication Dates & Deadlines:

March/April – Feb 1 May/June – April 1 July/August – June 1
Sept/Oct – August 1 Nov/Dec – October 1 Jan/Feb – Dec 1

Family Resource Listing Information only:

Business Name & Phone Number (bold, not to exceed 50 characters)

Address (not to exceed 50 characters)

Listing (not to exceed 132 characters)

Payment enclosed ____ **Bill me_____** (First time customers must pay in advance.)

This agreement is subject to acceptance by publisher. What's Up For Kids reserves the right to revise rates and terms under this agreement upon 30 days written notice to advertiser. The advertiser accepts full responsibility for the contents of their ad, including any credentials stated or claims made by persons or establishments. The advertiser agrees to pay on time for all advertising ordered. Finance charges will accrue for payments 30 days past due at a rate of 5%. If the advertiser does not fulfill the terms of the contract, the advertising rate will revert to the applicable rate for the period the advertisements have run. I have read and hereby accept the conditions of the Agreement.

Date_____ Signature_____ Title_____

For Credit Card Payments:

Name on card_____

Billing address of credit card statement_____

MC/Visa? _____ Expiration Date_____ Amount to be charged? _____

Card Number_____

Mail to: What's Up For Kids, LLC, P.O. Box 3893, Palos Verdes, CA 90274, or fax to (310) 265-0809.