

# WOW 2022-2023 ADVERTISING INSERTION ORDER

**THIS AGREEMENT**, executed on \_\_\_\_\_ (date), between World of Westchase, Inc. and \_\_\_\_\_ (hereinafter "ADVERTISER"), establishes advertising space commitments, magazine ad policies, and insertion frequencies for **ADVERTISER**, and rates for such publication in the World of Westchase magazine (hereinafter "WOW").

## SELECT YOUR ADVERTISING

### MONTHLY MAGAZINE ADVERTISING Monthly Magazine & Special Editions

ADVERTISER reserves the following advertising in the monthly magazine and/or special edition. Advertising includes one (1) business directory listing. Check all applicable months or editions.

#### SELECT: MONTHLY WOW MAGAZINE AD SIZE

Full Page*	1/6 Page Horizontal
2/3 Page Vertical*	1/6 Page Vertical
1/2 Page*	1/8 Page (Bus. Card)
1/3 Page Horizontal	Wrapper Cover
1/3 Page Vertical	Insert
1/3 Page Square*	Top-break Insert (1/mo)
1/4 Page	*special edition sizing option

#### SELECT: 2022 WOW MAGAZINE EDITIONS

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: 2023 WOW MAGAZINE EDITIONS

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: ADDITIONAL BUSINESS DIRECTORY LISTINGS

Optional additional listings accompany each monthly ad placed:

1 Additional Listing (\$9)	2 Additional Listings (\$18)
3 Additional Listings (\$27)	4 Additional Listings (\$36)

### ANNUAL DIRECTORY ADVERTISING Annual Resident & Business Directory

ADVERTISER reserves the following ad space in WOW's annual Resident & Business Directory. Check all that apply.

#### SELECT: ANNUAL DIRECTORY PARTICIPATION YEAR

2022 Annual Directory	2023 Annual Directory
<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: ANNUAL DIRECTORY SIZE

Full Page	1/6 Page Horizontal
2/3 Page Vertical	1/6 Page Vertical
1/2 Page	1/12 Page Square
1/3 Page Horizontal	Banner Ad (resident section)
1/3 Page Vertical	6-Line Listing
1/3 Page Square	4-Line Listing

#### SELECT: 2022 ADDITIONAL DIRECTORY LISTINGS

6-Line Listing	4-Line Listing
<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: 2023 ADDITIONAL DIRECTORY LISTINGS

6-Line Listing	4-Line Listing
<input type="checkbox"/>	<input type="checkbox"/>

### MONTHLY DIGITAL ADVERTISING OR NEWS POST Website, Facebook Post, Ezine, or Email Update

ADVERTISER reserves the following ads or post in the website, Facebook Neighborhood News, Ezine, or Update. Web placement includes both a square and banner ad.

#### SELECT: DIGITAL AD SIZE AND/OR POST

Website Ads	Facebook News Posts
Ezine Top Banner Ads	Update Top Banner Ads
Ezine Bottom Banner Ads	Update Bottom Banner Ads
Ezine Square Ads	Update Square Ads

#### SELECT: WEBSITE ADS (select year and month)

Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
2022 Website Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2023 Website Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: 2022 FACEBOOK POSTS (select type and #/mo)

Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
Static	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: 2023 FACEBOOK POSTS (select type and #/mo)

Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
Static	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: EZINE ADS (select year and month)

Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
2022 Ezine Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2023 Ezine Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SELECT: EMAIL UPDATE ADS (select year and month)

Month of Post:	J	F	M	A	M	J	J	A	S	O	N	D
2022 Update Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2023 Update Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### NOTES FOR OFFICE USE ONLY:

### WOW AD POLICIES

Reservation of advertising space constitutes a contract between ADVERTISER and World of Westchase, Inc.

ADVERTISER agrees to provide material suitable for publication to WOW on or before the 5th day of each month for the following month's publication. A 1% late fee will be assessed on your account for any balance over 30 days old. WOW's Advertising Director reserves the right to approve or reject all advertising. Such rejection shall not be construed as a breach of contract. Advertising may not be BROKERED, i.e. one advertiser selling or providing a portion of its space in the magazine to another person or entity. If the WOW Advertising Director agrees to accept material after this advertising deadline, a 10% late fee may be applied to the monthly rate listed herein, at the WOW's discretion. ADVERTISER further agrees to provide payment in the form of a credit card or check (with credit card backup) at time of submission of materials unless other-wise arranged at the discretion of the WOW Advertising Director. Lack of timely payment for reserved advertising space will result in the ad NOT running in the WOW. Prepayment is required on a per-issue, ongoing basis; 6- and 12-month frequency advertisers do not need to pay upfront for all issues reserved.

Additional charges may be incurred for creative services, i.e. reconstruction/setup/typesetting/scanning/photo retouching/ etc. that may be necessary to ensure quality reproduction in WOW. WOW is authorized to repeat publication of previous advertising materials in the absence of changes received by WOW by the 5th day of each month for the following month's publication.

Failure to complete the ad reservation requirements of this agreement by ADVERTISER shall result in the imposition of a short rate penalty equal to 10% of the remaining contract total. ADVERTISER is responsible for any fees and costs necessary for collection on a delinquent balance, including court costs and attorney fees. WOW is not responsible for any costs incurred by ADVERTISER as a result of, by way of example and not limitation, acts of God, natural disasters, war or any other events or occurrences beyond WOW's control. ADVERTISER agrees to hold harmless World of Westchase, Inc., its Board and its independent contractors from any costs or expenses incurred by ADVERTISER, and agrees that any request for compensation shall be limited solely to costs incurred in the preparation of advertising material, based solely upon WOW's mistake or error.

**AD DESIGN SERVICES NOTICE:** Due to possible licensing restrictions, advertisements designed by the World of Westchase are not authorized for use in printed or electronic media outside of the World of Westchase magazine or its associated publications without prior written permission. Please contact the advertising director for additional contract, pricing and licensing information.

**\*INSERT ADVERTISERS:** This form must be returned to WOW Advertising Manager with payment information (credit card) or check by the 15th of month prior to publication. Changes to previous reservations must be received by the 15th of each month or billing will occur. Once this form is received, the business or individual listed above will be charged the amount indicated above for each month reserved, whether or not sufficient copies of the insert/flier are received by Allegra (or to another entity as the WOW may direct) by the monthly deadline. It is the sole responsibility of the advertiser to ensure that 5,600 copies of the flier/insert are delivered to Allegra by the monthly deadline (usually the 20th of each month) for inclusion in the magazine. DELIVERY of 5,600 copies of inserts/fliers MUST BE MADE TO: Allegra, 107 N. Jefferson St., Tampa, FL 33602. CONTACT: Jason Routman at (813) 884-3310. Copies MUST be 8.5 x 11 inches, flat sheet, non-gloss paper. They may be printed in color and on both sides. Coupons are acceptable. All non-conforming inserts/fliers may be rejected or subject to a minimum \$250 hand-drop fee at the sole discretion of the WOW.

**Contact: Stephanie Montini,**  
**Advertising Manager**  
813.926.0596, ext. 1  
advertising@westchasewow.com

**WOW Magazine**  
westchasewow.com  
12191 W. Linebaugh Ave. PMB 224, Tampa, FL 33626

## COMPLETE AD TOTALS

MONTHLY MAGAZINE ADVERTISING	
Monthly Magazine Ad (per issue*)	
Additional Directory Listing(s)	
<b>TOTAL MAGAZINE</b>	
MONTHLY DIGITAL ADVERTISING OR NEWS POST	
Website Advertising Monthly Total	
Facebook News Post Monthly Total	
Ezine Advertising Monthly Total	
Update Advertising Monthly Total	
<b>TOTAL DIGITAL ADVERTISING</b>	
<b>TOTAL MONTHLY ADVERTISING</b>	
ANNUAL DIRECTORY ADVERTISING	
Annual Directory Ad	
Annual Directory Line Listing	
<b>TOTAL ANNUAL DIRECTORY</b>	

## COMPLETE BILLING DETAILS

Contact Name:	
Business Name:	
Billing Address:	
City/State/Zip:	
Phone:	
E-mail:	
Credit Card #	
CVV #	
Mo/Year Expiration:	
Billing Address:	
Billing City/State/Zip:	
Cardholder Name:	
Authorized Signature:	