

# THE GROUNDHOG Advertising Agreement 2020

P. O. Box 387, Mentone, AL 35984 | GroundhogAds@yahoo.com | 256-289-2002

## Thank you for your interest in advertising in *The Groundhog*.

*The Groundhog* is a community newspaper published by the Mentone Area Preservation Association (MAPA). Our readership includes full- and part-time area residents, visitors, and subscribers. Each month, 4,000–5,000 copies (seasonal variation) are distributed to more than 90 points in Mentone, Valley Head, Hammondville, Fort Payne, Cloudland, Menlo, and Summerville, as well as at the I-59 Welcome Center. Current and past issues of *The Groundhog* are available at [mapamentone.com/thegroundhog](http://mapamentone.com/thegroundhog).

### 1 Select the month(s) your ad will run:

Jan.  Feb.  Mar.  Apr.  May  June  July  Aug.  Sept.  Oct.  Nov.  Dec.

### 2 Select your size *width x height*

**1/8**  \$50 b&w OR  \$65 color  
 3.25" x 5" OR  5" x 3.25"

**1/6**  \$75 b&w OR  \$95 color  
 3.25" x 6.75" OR  5" x 4.5"

**1/5**  \$87 b&w OR  \$110 color  
 3.25" x 8" OR  5" x 5.25"

**1/4**  \$100 b&w OR  \$125 color  
5" x 6.5"

**1/3**  \$150 b&w OR  \$185 color  
 5" x 8.75" OR  10" x 4.5"

**1/2** \$200 b&w / \$250 color  
10" x 6.5"

**Full**  \$300 b&w OR  \$375 color  
10" x 13"

**Classified Ad \$10** (up to 45 words)

**Announcement w/Photo \$15**  
(birthday, anniversary, special event)

**3 Color**  Print my ad in color.

### 4 Artwork

My ad is camera-ready. I will email it to GroundhogAds@yahoo.com by the 15th of the month prior to publication. *We only accept correctly-sized JPG & PDF files. 300dpi. CMYK color.*

My ad is not camera-ready. Please design my ad for an additional one-time charge of 10% of the total ad cost. I will email my design elements—logo, photo, copy, etc.—to GroundhogAds@yahoo.com no later than the 14th of the month prior to publication.

### 5 Print schedule

1 month only. Pre-payment included.

Bi-monthly or custom. See selected months above. Pre-payment of 1st month is included. Bill me thereafter. I will email to cancel\*.

Indefinitely. Begin with the month selected above. Pre-payment of 1st month is included. Bill me thereafter. I will email to cancel\*.

12 months, with 1 month FREE. Pre-payment included for 11 months.

**6 Payment method**  Cash  Check# \_\_\_\_\_ Amt. Pd. \_\_\_\_\_

**\*TO CANCEL AN AD:** Email GroundhogAds@yahoo.com by the 14th of the month before your ad is scheduled to run.

Please print. Make checks payable to MAPA and mail to P.O. Box 387, Mentone, AL 35984.

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

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

Physical Address (if different) \_\_\_\_\_

Business Phone \_\_\_\_\_ Home/Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_