

OldWestNewWest.Com

La Frontera Publishing's eZine About Today's West

Rate Card

www.oldwestnewwest.com

AD SPECIFICATIONS

Home Page and Section Pages*

SIZE:	SPECS:	RATE/MONTH:
Horizontal Banner	468 x 60 pixels	\$75
Wide Skyscraper	160 x 600 pixels	\$60
Large Button	160 x 125 pixels	\$40
Small Button	160 x 60 pixels	\$20

Feature Pages**

SIZE:	SPECS:	RATE/MONTH:
Horizontal Banner	468 x 60 pixels	\$70
Wide Skyscraper	160 x 600 pixels	\$55
Large Button	160 x 125 pixels	\$35
Small Button	160 x 60 pixels	\$15

Six-month contract: 5 percent discount
Twelve-month contract: 10 percent discount

AD SPECIFICATIONS

72 dpi

.gif or .jpg

Static graphic only

One hot-link per each ad placement

Ads supplied by the advertiser will be Web ready. If an advertiser wants La Frontera Publishing to create the ad, there will be a charge for ad building. Contact us for details.

*Section pages include **Civil War in the West, Places to Visit, Experience the West, News / Updates, People of the West, Restaurants in the West, and Western Events Calendar**

Feature pages include any of the news or feature stories that are posted on **OldWestNewWest.Com

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2710 Thomes Ave., Suite 181 / Cheyenne, WY 82001 / Tel. 307.778.4752 / ads@lafronterapublishing.com

OldWestNewWest.Com

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AD PLACEMENT

All ads must be pre-paid prior to being up-loaded.

Unless otherwise specified in the advertising agreement between publisher and advertiser, ad placement is up to the publisher.

Home Page and Section Page placement reservations may be guaranteed. Contact us for details.

ADDITIONAL INFORMATION

Ads run on a monthly basis. Should the advertiser decide to pull an ad, for whatever reason, rates will not be prorated. Substitutions may be allowed, but at the publisher's discretion.

All advertising material is subject to the approval of the publisher.

La Frontera Publishing reserves the right to deny, change or reject any ad material.

Payment may be made by check, major credit cards through PayPal, or through a PayPal account. La Frontera Publishing does not accept cash.

SHIPPING INFORMATION

All ad material for our Internet magazine **OldWestNewWest.Com** should be e-mailed to:
ads@oldwestnewwest.com

CONTACT INFORMATION

OldWestNewWest.Com is La Frontera Publishing's Internet magazine about today's West. All rights reserved. The site is owned and operated by La Frontera Publishing, Inc. (LFP) d/b/a OldWestNewWest.com.

La Frontera Publishing
Attn: sales director
2710 Thomes Ave., Suite 181
Cheyenne, WY 82001
(307) 778-4752
info@lafronterapublishing.com

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ADVERTISING AGREEMENT & INSERTION ORDER

Client _____ Contact _____
Address _____
City _____ State _____ Zip _____
Office Phone _____ Cell Phone _____
Fax _____
E-mail Address _____ Web Site _____

ADVERTISING RATES

Please see our advertising rate sheets for pricing and terms for OldWestNewWest.Com. (*All advertising must be pre-paid no later than the deadline date for each issue.*)

Issue Month _____ to _____

Banner Size _____

Base Price _____

Additions: Guaranteed Position _____

Discount (if any) _____

Miscellaneous Charges _____

Total Advertisement Cost _____

PRODUCTION INSTRUCTIONS

Issue Date _____ Guaranteed Position _____

Placement _____ Hot Link Web URL address _____

Special Instructions _____

Advertiser agrees to pay La Frontera Publishing for said advertising and acknowledges that all advertising must be paid before any ad is published. Advertiser agrees to indemnify and hold the Publisher harmless against any claims or liabilities in any way arising from the publication of the advertisements or its contents. It is expressly understood and agreed that this contract is subject to all rates, charges, credit policies and general conditions contained in the Publisher's current rate card. No verbal agreements will be recognized or considered binding by either party hereto. Publisher will not guarantee special position or page without payment of position premium. All disputes will be governed by the laws of the state of Wyoming.

Client Acceptance: I authorize *La Frontera Publishing* to place this advertisement in the issue or issues of OldWestNewWest.Com listed above and according to the terms listed above. (Please note: All advertising must be paid by check or online credit card payment in advance. Checks must be made to La Frontera Publishing only.)

Client / Accepted by _____ Title _____

Company Representative / Received by _____

Fax Signed Contact to La Frontera Publishing at (307) 632-3886

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