



P.O. Box 70131
Washington, DC 20024
Telephone: (202) 437-1700
Fax: (202) 479-4396
www.thesouthwester.com

Ad material is due by the
15th of each month to run in
the following month's issue.

Advertising Order Form

Advertiser's Name: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Contact's Name: _____ Cell Phone: _____

<u>Ad Size</u>	<u>Dimension</u>	<u>Rate</u>
Full-page	10 x 13 $\frac{1}{4}$ in.	\$625
Half-page	10 x 6 $\frac{1}{2}$ in.	\$350
Quarter-page	5 x 6 $\frac{1}{2}$ in.	\$200
Eighth-page	2 $\frac{1}{2}$ x 6 $\frac{1}{2}$ in.	\$110
or	5 x 3 $\frac{1}{4}$ in.	
Sixteenth-page	2 $\frac{1}{2}$ x 3 $\frac{1}{4}$ in.	\$60

Prepay for 5 issues and receive an additional ad free, or prepay for 10 issues and receive 2 additional ads free. Rates include full color.

Indicate size of ad ordered: _____

Number of ads ordered: _____

Form of payment (check or credit card?) _____

If paying by credit card, please telephone us at (202) 488-7430 with credit card information.

TERMS OF THIS AGREEMENT:

The advertiser named above agrees to purchase the ad selected above at the rate indicated above in *The Southwester* newspaper. This contract constitutes an agreement between the advertiser and the publication *The Southwester*. Advertiser agrees to provide the ad material in electronic, editable form (PDF, TIF, GIF, PSD, JPG or MS-Word). Advertiser agrees to pay within 30 days of the invoice date.

Authorized Signature: _____ Date: _____

Please e-mail this completed form to ads@thesouthwester.com or fax to (202) 479-4396.

Privacy Policy

- **What personally identifiable information does the website collect from me?**

Limited personal or business information is collected from this website. Some general information is gathered through server log files. Personal information may be gathered when you submit an article or when you post an online ad. During these instances, *The Southwester* asks for information such as your name, e-mail address, street address, zip code, phone number, subscriber status, and credit card number. We may also ask you for other information at other times.

- **How is my information used?**

The Southwester uses information collected from server log files, such as IP addresses, to help diagnose problems with our services, to administer our website, and to report and gather aggregate information about site usage and user demographics. The aggregated data may be shared with advertisers or business partners and is not linked to personally identifiable information.

Cookies may be used to store and sometimes track information about you. A cookie is a small amount of data that is sent to your browser from a web service and stored on your computer's hard drive. Cookies are used to deliver targeted advertising based on your behavior or demographics and to track your number of entries in some of our promotions and contests. You can set your browser to refuse to accept cookies, but if you do we will not be able to customize the website's features according to your preferences.

- **With whom is my information shared?**

The Southwester may make chat rooms, forums, message boards, and/or news groups available to our website users. Some of these forums require registration. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information. Aggregate information compiled by *The Southwester* website may be shared with advertisers and business partners as well as used by *The Southwester* and its related organizations.

- **Linked Sites**

Please be aware that *The Southwester* website's promotional partners, advertisers, sponsors, third-party Internet sites, and content providers accessible through *The Southwester* may have their own privacy and data collection policies and practices. *The Southwester* and website are not responsible for any actions or policies of such third party parties. Users should check the applicable privacy policies of those third parties when providing personally identifiable information through co-sponsored, affiliated or linked sites.

- **Contact Us**

If you have any questions, comments or concerns regarding our privacy policy and/or practices, please contact us at ads@thesouthwester.com

Billing Policy: Ads are generally billed quarterly, in advance.

Deadline for Advertisements and Cancellations

The Southwester is generally published monthly, before the first of the month. The deadline to reserve advertising space and submit editorial is the 15th of the month prior to publication. Cancellations of advertising cannot be accepted after the 20th prior at 5 pm. Advertisers will be held responsible for space reserved. The cancellation by the advertiser of any Advertising after the booking deadline will incur a cancellation fee of 100% of the charges that would be payable by the Customer if the Advertising had been published or completed.

Payment Terms

Payment is required for all ad placements within 30 days of invoice. We accept payment by check or credit card.

Refund Policy

Full refunds will be made for cancellations received prior to printing of *The Southwester* edition for the month. After printing, cash refunds are not available but a future corrected article can be negotiated and printed without charge. Prepaid advertisements will be published as requested or place in a future edition at no charge to the advertiser.