



## New Sizes New Rates

### Reach Your Target Market Effectively and Affordably!

#### Reservation Deadlines

##### Spring Issue

Reservations due Feb. 1  
 Ads due Feb. 15  
 Approx. circulation date: Late March

##### Summer Issue

Reservations due May 1  
 Ads due May 15  
 Approx. circulation date: June 15

##### Autumn Issue

Reservations due Aug. 1  
 Ads due Aug. 15  
 Approx. circulation date: Sept. 15

##### Winter Issue

Reservations due Nov. 1  
 Ads due Nov. 15  
 Approx. circulation date: Late Dec.  
 \*Use this issue to feature your Celebrity consignments

• Ads may be submitted by e-mail or on disk in pdf or jpg format.

• Files should be at least 300 dpi and in grayscale or black and white.

e-mail files to: [Paigeink@aol.com](mailto:Paigeink@aol.com).

• Ad assistance/graphic design is available at no charge for ads that run in Llama Life II. Ad materials should be mailed or e-mailed before the ad deadline.

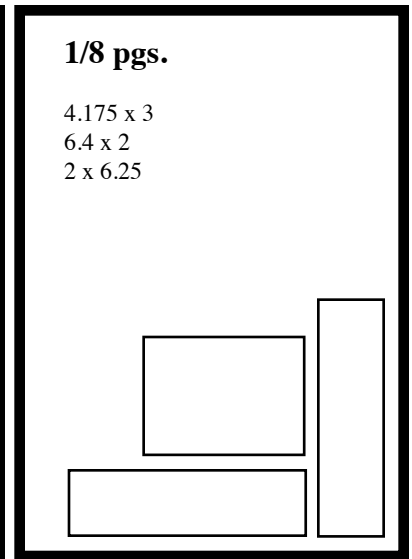
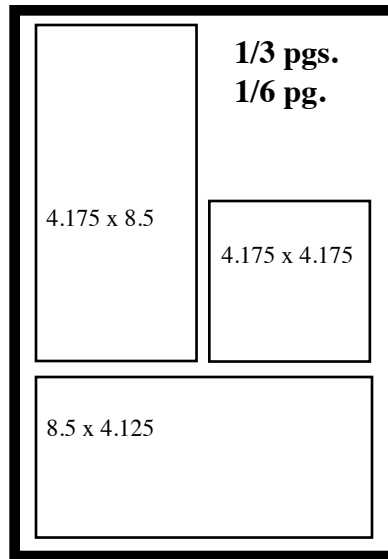
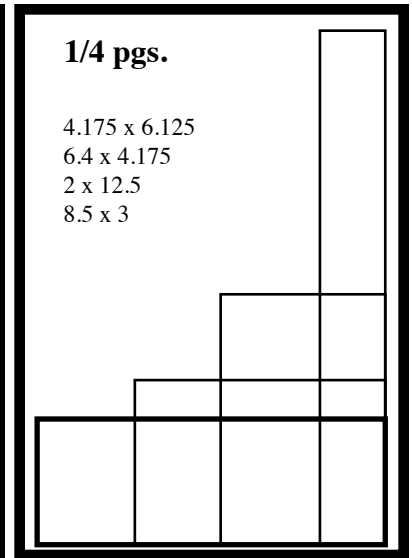
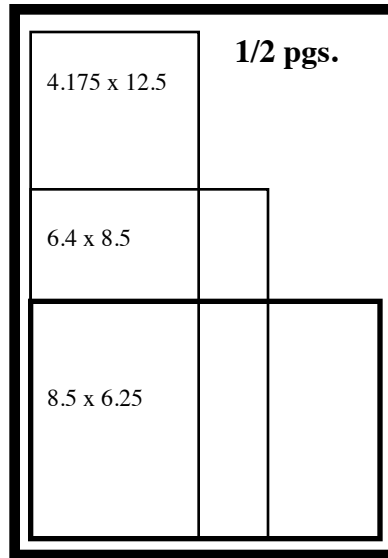
• Web site listings are included with any display ad of a business card size or larger at no extra charge.

#### Llama Life II

5232 Blenheim Road  
 Charlottesville, VA 22902  
 434-286-4494

Paige F. McGrath, owner

[www.llamalife.com](http://www.llamalife.com) • [paigeink@aol.com](mailto:paigeink@aol.com)



## New Contract Rates per insertion

	1X	2X	3X	4X
Centerfold	\$1,500	\$1,400	\$1,300	\$1,200
Back cover	\$1,000	\$925	\$850	\$800
Inside Back cover	\$750	\$725	\$700	\$675
Prime Full page	\$750	\$725	\$700	\$675
Full page	\$650	\$625	\$600	\$575
3/4 page	\$600	\$550	\$525	\$500
2/3 page	\$500	\$475	\$450	\$425
1/2 page (with bleed)	\$420	\$390	\$365	\$340
1/2 page	\$400	\$375	\$350	\$325
1/3 page	\$350	\$325	\$300	\$250
1/4 page	\$225	\$210	\$195	\$175
1/6 page	\$150	\$150	\$120	\$120
1/8 page	\$125	\$125	\$100	\$100
Business Card	\$80	\$80	\$70	\$70
Web Site Listing	\$20			
Classified	20¢ per word. \$10 minimum.			

Full page ads and centerfolds have the option for full bleed.

Print area for full-page ads is 9.5 x 13.5 (bleed 9.75 x 13.75)

Print area for the centerfold is 19 x 13.5 (bleed 19.25 x 13.75)



5232 Blenheim Road, Charlottesville, VA 22902

Phone: 434-286-4494

Advertising Space Reservation Agreement

Yes, I want to advertise in Llama Life II. Please reserve space for my advertisement as follows:

Advertiser's Name: \_\_\_\_\_ E-mail: \_\_\_\_\_
Ranch Name: \_\_\_\_\_
Advertiser's Address: \_\_\_\_\_ Web address (URL): \_\_\_\_\_
City, State and Zip: \_\_\_\_\_
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Yes, please include my URL in the directory. (free with a display ad of a business card or larger)

Advertisement Size (w x h) :

- Full Page 9.5" x 13.5"
1/2 Page 4.174" x 12.5"
1/4 Page 4.175" x 6.25"
1/4 Page 8.5" x 3"
3/4 Page 6.4" x 12.5"
1/2 Page 6.4" x 8.5"
1/4 Page 6.4" x 4.175"
1/6 Page 4.175" x 4.175"
2/3 Page 8.5 x 8.5"
1/2 Page 8.5" x 6.25"
1/4 Page 2" x 12.5"
1/8 Page 4.175" x 3"
1/8 Page 6.4" x 2"
1/8 Page 2" x 6.25"
\*Centerfold
\*Outside Back Cover
\*Inside Back Cover
\*Inside Front Cover
Web Listing (URL Directory)
Custom size: \_\_\_\_\_ (call for rate)
Business Card
Classified

\*Call ahead for availability.

The artwork/advertisement will be sent as:

- Electronic Art
Ad materials to be put together by LLII.

Total Number of Insertions (circle one): 1 2 3 4 Other \_\_\_\_\_ Rate per Insertion: \_\_\_\_\_

Please run my ad in the following issue(s): \_\_\_\_\_

Total amount due for all insertions: \_\_\_\_\_

Payment Schedule

Payment Due on or Before the Date of Deadline

Amount Due

Amount Due on or Before February 15 (Spring Issue) Year \_\_\_\_\_: \_\_\_\_\_ Check # \_\_\_\_\_

Amount Due on or Before May 15 (Summer Issue) Year \_\_\_\_\_: \_\_\_\_\_ Check # \_\_\_\_\_

Amount Due on or Before August 15 (Autumn Issue) Year \_\_\_\_\_: \_\_\_\_\_ Check # \_\_\_\_\_

Amount Due on or Before November 15 (Winter Issue) Year \_\_\_\_\_: \_\_\_\_\_ Check # \_\_\_\_\_

Payment by Credit Card

Please automatically bill my credit card quarterly : Visa Master Card Discover

Acct No.: \_\_\_/\_\_\_/\_\_\_/\_\_\_-\_\_\_/\_\_\_/\_\_\_/\_\_\_-\_\_\_/\_\_\_/\_\_\_/\_\_\_-\_\_\_/\_\_\_/\_\_\_/\_\_\_ Expiration: \_\_\_/\_\_\_/\_\_\_-\_\_\_/\_\_\_/\_\_\_

Additional Terms:

- 1. Camera ready (Electronic) art and payment must be received by ad deadline. If not, publisher may nevertheless charge for reserved space or add a 10% surcharge if the ad runs in the issue.
2. Publisher reserves the right editorial comment.
3. Advertisers may change content of each ad in successive issues and obtain multiple use rate. The substitute ad copy must be received by ad deadline, or the prior ad will run.
4. Advertiser may increase the ad size and obtain the multiple use rate for the larger ad but may not decrease the ad size smaller than the original contract.
5. Additional charges for special effects, such as overprinting, screening, etc. will be billed and advertiser agrees to pay same within 30 days of billing.
6. If publisher is forced to file collection lawsuit, advertiser consents to jurisdiction and venue with the courts in and for Charlottesville, Virginia, and agrees to pay reasonable attorney's fees and costs.
7. Signed contracts are binding. All reserved space must be paid-in-full. Cancellations do not release the advertiser from the payment schedule agreement.

DATE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_