



**CORTE MADERA
PARKS & RECREATION DEPARTMENT
498 TAMALPAIS DRIVE
CORTE MADERA, CA 94925
(415) 927-5072 FAX: (415) 927-7138
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POLICY REGARDING ADVERTISEMENTS IN THE RECREATION AND LEISURE SERVICES DEPARTMENT BROCHURE

PURPOSE

THIS POLICY GOVERNS THE SELLING OF ADVERTISING SPACE IN ANY BROCHURES PUBLISHED BY THE RECREATION AND LEISURE SERVICES DEPARTMENT OF THE TOWN OF CORTE MADERA.

SCOPE

THIS POLICY APPLIES TO ANY BROCHURES PUBLISHED BY THE RECREATION AND LEISURE SERVICES DEPARTMENT

POLICY

- 1. THE TOWN IS ALLOWING ADVERTISING IN ITS RECREATION AND LEISURE SERVICES DEPARTMENT BROCHURE FOR THE SOLE PURPOSE OF GENERATING REVENUE FOR THE TOWN, AND IS SPECIFICALLY NOT INTENDING TO PROVIDE A FORUM FOR EXPRESSION OF THE ADVERTISER'S OPINIONS.**
- 2. THE TOWN INTENDS THE BROCHURES TO BE A NON-PUBLIC FORUM, NOT A DESIGNATED PUBLIC FORUM OR ANY OTHER TYPE OF PUBLIC FORUM.**
- 3. ADVERTISING IN THE RECREATION AND LEISURE SERVICES DEPARTMENT BROCHURE IS LIMITED TO ONLY COMMERCIAL ADVERTISEMENT, I.E. ADVERTISEMENTS THAT DO NO MORE THAN PROPOSE A COMMERCIAL TRANSACTION.**
- 4. THE TOWN SPECIFICALLY PROHIBITS ANY ADVERTISEMENT THAT IS POLITICAL IN NATURE, NON-COMMERCIAL OR ISSUE-ORIENTED.**
- 5. THE RECREATION AND LEISURE SERVICES DEPARTMENT DIRECTOR OR HIS OR HER DESIGNATED AGENT MUST APPROVE EACH AD, AND SHALL HAVE THE RIGHT TO REJECT AN ADVERTISEMENT IF IT VIOLATES THE POLICIES STATED ABOVE.**

**TOWN OF CORTE MADERA
DEPARTMENT OF RECREATION AND LEISURE SERVICES
CONTRACT FOR ADVERTISEMENT IN RECREATION BROCHURE**

NAME OF
ADVERTISER: _____
BILLING ADDRESS: _____
TELEPHONE: _____
E-MAIL _____

CONTACT PERSON: _____

LENGTH OF CONTRACT:

FALL/WINTER ADVERTISING DEADLINE: _____
WINTER/SPRING ADVERTISING DEADLINE: _____
SPRING/SUMMER ADVERTISING DEADLINE: _____

SIZE AND COST OF ADVERTISEMENT:

	<u>1ST AD</u>	<u>2ND AD (-10%)</u>	<u>3RD AD (-20%)</u>
BUSINESS CARD	\$ 80	\$72 X 2 = \$ 144	\$64 X 3 = \$ 192
QUARTER PAGE	\$230	\$207 X 2 = \$ 414	\$ 184 X 3 = \$ 552
HALF PAGE	\$ 380	\$ 342 X 2 = \$ 684	\$ 304 X 3 = \$ 912
FULL PAGE	\$580	\$ 522 X 2 = \$ 1,044	\$ 464 X 3 = \$ 1,392
SLICK COVER (IN/OUTSIDE)	\$680	\$ 612 X 2 = \$ 1,224	\$ 544 X 3 = \$ 1,632

TERMS AND CONDITIONS:

1. **TERMS OF PAYMENT.** THE COST OF ADVERTISING SPACE IS TO BE PAID IN FULL IN ADVANCE, INCLUDING CONTRACTS FOR ALL THREE EDITIONS IN ONE YEAR.
2. **PLACEMENT.** PLACEMENT OF ADS IS LIMITED TO SPACE AVAILABLE AND IS SOLELY IN THE DISCRETION OF THE EDITOR OF THE BROCHURE.
3. **CAMERA-READY COPY.** ADVERTISERS MUST PROVIDE CAMERA-READY COPY FOR EACH AD. ADS THAT DO NOT CONFORM IN SIZE ARE NOT CAMERA-READY. ADVERTISERS ARE SOLELY RESPONSIBLE FOR PROOF READING AND APPROVING THEIR ADS BEFORE PROVIDING THEM TO THE BROCHURE EDITOR. NO COPY CHANGES WILL BE PERMITTED AFTER THE DEADLINE.
4. **STANDARDS FOR ADVERTISEMENTS.** A) ADVERTISING IS FOR THE SOLE PURPOSE OF GENERATING REVENUE FOR THE TOWN, AND IS NOT INTENDED TO BE A FORUM FOR EXPRESSION OF THE ADVERTISER'S OPINIONS; B) THE BROCHURE IS A NON-PUBLIC FORUM; ADVERTISEMENTS ARE LIMITED TO ONLY COMMERCIAL ADVERTISEMENT, AND ANY ADVERTISEMENT THAT IS POLITICAL IN NATURE, NON-COMMERCIAL OR ISSUE-ORIENTED IS STRICTLY PROHIBITED;

AND C) THE RECREATION AND LEISURE SERVICES DEPARTMENT DIRECTOR OF HIS OR HER DESIGNATED AGENT MUST APPROVE EACH AD, AND SHALL HAVE THE RIGHT TO REJECT ANY ADVERTISEMENT.

5. **HOLD HARMLESS:** ADVERTISER AGREES TO HOLD HARMLESS THE TOWN OF CORTE MADERA, THE RECREATION AND LEISURE SERVICES DEPARTMENT OF THE TOWN OF CORTE MADERA, ALL STAFF, AGENTS AND REPRESENTATIVES INVOLVED IN THE PUBLISHING OF THE BROCHURE FOR ANY CLAIMS RESULTING FROM ADVERTISING AND/OR ANY OTHER FUNCTION OF THE PUBLICATION. THERE WILL BE NO REFUND FOR PUBLISHING DISRUPTIONS RESULTING FROM ACTS OF GOD OR CATASTROPHIC EVENTS.
6. **CANCELLATIONS AND CHANGES.** ADVERTISER HAS THREE (3) DAYS FROM THE DATE THE CONTRACT IS SIGNED TO CANCEL THIS AGREEMENT WITHOUT PENALTY.

I UNDERSTAND AND ACCEPT THE INFORMATION, TERMS AND CONDITIONS OUTLINES ABOVE. I AM AN AUTHORIZED REPRESENTATIVE OF THE ADVERTISER NAMED ON THIS AGREEMENT EXECUTING THIS PURCHASE OF ADVERTISING SPACE ON BEHALF OF MY COMPANY.

ADVERTISING REPRESENTATIVE
DATE

DATE

TOWN REPRESENTATIVE

PLEASE MAKE CHECK PAYABLE TO:
MAIL OR DELIVER TO:

TOWN OF CORTE MADERA.
RECREATION AND LEISURE SERVICES
DEPARTMENT
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CORTE MADERA, CA 94925
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