



# Advertising Space Agreement

## The Rotary Club of Charlottetown Royalty

*Faces of the Island* to be published in Spring 2024

**To appear in ad**  
 Company Name: \_\_\_\_\_  
 Address City: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Website: \_\_\_\_\_

**Contact Information**  
 Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Secondary Contact Info: \_\_\_\_\_

**AD Size and Pricing** (HST additional)

1/6 page \$499 (4 w x 3 1/4 h)

1/3 page \$799 (8 1/4 w x 3 1/4 h)

2/3 page \$1,299 (8 1/4 w x 6 3/4 h)  
Max 2 photos. \$70 per additional photo.

Full Page \$1949 (8 1/4 w x 10 1/4 h)  
Max 3 photos. \$70 per additional photo.

**Photography Appointment Preferred Date**

June       July       Aug

Sept       Oct       Nov

The photographer is Berni Wood  
 902-629-0775, [bwood@reelmedia.ca](mailto:bwood@reelmedia.ca)

All 'camera ready' ads provided by the advertiser must be sent to the photographer for technical approval.

***Nuwelcom** is an app and a website where businesses can list their goods, services, and contact information. This information will be translated into 12 languages and made available to 22,500 daily visitors from PEI. Each listing includes business name, logo, 3 photos, and an extensive business description of up to 1,000 words. **Value of listing is \$240.** This service is provided free of charge with every Rotary ad purchased.*

The advertiser agrees as follows:

- To pay in full in accordance with the rate structure chosen no later than 30 days following invoicing.
- Photo Cancellation Clause: To pay cancellation fee of \$75 (invoiced by photographer), for missing photography appointment or cancellation within 24 hours of scheduled time. Final photo to be chosen by photographer.
- To pay \$75 for advertiser requested photographic retakes or design changes after the final appointment.
- To pay a cancellation fee of \$200, if this contract is terminated by the advertiser after the advertiser's photo was taken.
- This contract may be terminated by Rotary at any time, and without prior notification to the advertiser, and Rotary's sole responsibility shall be to return to the advertiser any monies paid hereunder.

The Rotary Club of Charlottetown Royalty agrees to:

- 50,000 copies distributed to homes and every business on PEI through Canada Post.
- Choice of photography dates to be determined between advertiser and photographer.
- No money down. Advertisers are not billed until the publication is released in the spring of 2024.
- Ad cost includes photography session, design, proof, 5" x 7" matted photograph, and publication in full colour.

Signed by Advertiser      Print: \_\_\_\_\_      Signed: \_\_\_\_\_

Signed on behalf of the Rotary Club      Print: \_\_\_\_\_      Signed: \_\_\_\_\_

Date: \_\_\_\_\_