

# SELCRA

Creating Community through People, Parks & Programs!

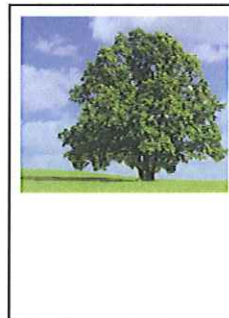
## 2011 Annual Brochure Advertising Rates and Agreement

Publication	Space Reservation	Artwork Due	Distribution
1. Brochure - Jan to April	November 1	November 8	December 1
2. Brochure - May to Aug	March 1	March 8	April 1
3. Brochure - Sept to Dec	July 1	July 8	August 1

### Rates Combinations



Full Page Brochure  
7" x 9.5"  
Individual Cost  
\$800 per edition 1  
\$600 per two or  
more editions 1 2 3



Half Page Brochure  
7" x 4.75"  
Individual Cost  
\$600 per edition 1  
\$400 per two or  
more editions 1 2 3



Quarter Page Brochure  
3.5" x 4.75"  
Individual Cost  
\$400 per edition 1  
\$200 per two or  
more editions 1 2 3



Eighth Page Brochure  
3.25" x 2"  
Individual Cost  
\$200 per edition 1 2 3

Ask about our news e-blast or website advertising on the  
**NEW.....selcra.com!**

Please circle the package or individual issue you are interested in. Year-long brochure advertisers receive their logo on the SELCRA website.

### Advertising Terms and Policies

This certifies that I have read, understood and hereby accept this binding legal document for the 2010/11 brochure. Please see the policies and ad requirements on the reverse side.

Name	Signature	Date
Company Name	Title	Street Address
City	State	Zip Code
Fax	E-Mail	Phone

Agreements may be faxed to the SELCRA office at 810.299.4210  
or mailed to 125 South Church St, Brighton, MI 48116

### Ad Requirements for the brochure

- Art must be supplied on a CD or e-mailed to [cmiller@selcra.com](mailto:cmiller@selcra.com)
- All ads are four-color
- JPEG, Tiff or PDF will be accepted
- Ads created in Word, Excel or PowerPoint will not be accepted
- If ad is received in an unusable format, a \$100 fee will be charged to correct format

Questions should be directed to Derek Smith at  
[dsmith@selcra.com](mailto:dsmith@selcra.com) or 810.299.4140

### Advertising Policies:

- Advertising opportunities are extended to any local, national or international business, non-profit and government agency that has or wishes to have a presence in SELCRA. Contracts will be accepted on a first-come, first-served basis. Ads submitted shall be in harmony with decency and good taste in the community. Political advertisements will not be accepted.
- The SELCRA reserves the right to refuse any advertisement from organizations or companies that offer competing programs and/or facilities.
- The advertiser and its agency each represent that they are fully authorized and licensed to use: (1) names, portraits and/or pictures contained in the ad; (2) any copyrighted or trade-marked materials; (3) any testimonials contained in any advertisement is neither libelous nor defamatory, an invasion of privacy, or otherwise harmful to any third party. The advertiser and its agency agree to indemnify and save harmless the SELCRA, its elected and appointed officials, its employees, agents, contractors, volunteers and representatives against all losses, liability, damages and/or expenses arising from the copying, printing and publishing of any such advertisement, including, but not limited to, attorneys fees.
- The SELCRA shall not be responsible for any damage caused by acts of god, fires, strikes, accidents or other occurrences beyond the control of the publisher or SELCRA.
- The SELCRA reserves the right to revise advertising rates at any time. However, rate increases will not affect existing advertising agreements.
- Payment to SELCRA must be received no more than two weeks after the artwork is received. An invoice will be issued after the signed advertising application is received by SELCRA. Failure to timely pay the invoiced amount will result in the ad being removed from the publication.

*[selcra.com](http://selcra.com) - Your Community Recreation Resource Center.....*

**DISCOVER**  
**THE NEW... [www.selcra.com](http://www.selcra.com)!**

