

# urbananimal.us

## advertising insertion order

305 W. Spring Creek Parkway, Building C, Suite 101, Plano, TX 75023  
Fax: 972-633-1647 UrbanAnimalMagazine@mac.com

469-222-4690  
[www.UrbanAnimal.us](http://www.UrbanAnimal.us)

DATE: \_\_\_\_\_ Urban Animal marketing consultant \_\_\_\_\_

**ADVERTISER** \_\_\_\_\_ email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

The following advertising insertions are contracted by the Advertiser:

### PRINT

Issue (Spr, Sum, Fall, Win & year)	Ad size	Special instructions	Deadline	Cost
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### ONLINE

Start date	Finish date	Ad size	Special instructions	Deadline	Cost
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**TOTAL COST** \_\_\_\_\_

**CHECK ONE:** Check enclosed \_\_\_\_\_ Credit card authorization agreement enclosed \_\_\_\_\_

**CHECK ONE:** 1. Ad on CD enclosed (PDF, Photoshop, Illustrator, Indesign, or TIFF) \_\_\_\_\_

2. Press ready ad will be emailed by deadline \_\_\_\_\_

3. \*Art and copy enclosed for ad to be designed at \$40/hour, min. one hour \_\_\_\_\_

\*Must be submitted at least 7 business days prior to deadline

**DEADLINES:** Applicable deadlines are always available at our website, click on "Advertise"

**THE FINE PRINT:** I certify that I am a duly authorized & acting agent of the firm named above & that I am authorized to make and execute a contract for advertising on its behalf. I understand this agreement is a binding contract between The Walton Group, Inc. (dba Urban Animal) & the Advertiser. The Walton Group, Inc. (dba Urban Animal) is not liable for errors in advertising copy beyond the cost of the advertisement. Either party may cancel this contract with 90 days notice. Advertiser indemnifies The Walton Group, Inc. (dba Urban Animal) for any illegal content or copyrighted material contained in advertising copy furnished by the Advertiser. Advertising credit will be issued for failure to publish due to acts of God. Publisher reserves the right to reject any ad that is not in keeping with the publication's standards, in the sole judgment of the Publisher.

**APPROVED:** Yes, I want to help find loving homes for abandoned companion animals!

X \_\_\_\_\_ DATE \_\_\_\_\_

Signature of advertiser

\_\_\_\_\_  
Printed name TITLE \_\_\_\_\_

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## Credit card billing authorization

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DATE: \_\_\_\_\_ Urban Animal marketing consultant \_\_\_\_\_

**ADVERTISER** \_\_\_\_\_ email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

I authorize Urban Animal magazine to bill the credit card listed below, as specified, for advertising insertion(s).

### PAYMENT INFO

**AMOUNT:** \_\_\_\_\_ **CHECK ONE:** One time only \_\_\_\_\_ \*Quarterly \_\_\_\_\_

Start billing with print issue dated \_\_\_\_\_ or start billing with online ad beginning \_\_\_\_\_

\* End quarterly billing with written or emailed request.

### CREDIT CARD INFO

**Card type: CHECK ONE:** Mastercard \_\_\_\_\_ VISA \_\_\_\_\_

Credit card # \_\_\_\_\_ Security code \_\_\_\_\_ Expiration date xx/xxxx \_\_\_\_\_

Name as shown on card \_\_\_\_\_

Billing address \_\_\_\_\_

Billing address zip code \_\_\_\_\_

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**APPROVED:** Yes, I want to help find loving homes for abandoned companion animals!

X \_\_\_\_\_

DATE \_\_\_\_\_

Signature of advertiser

Printed name \_\_\_\_\_

TITLE \_\_\_\_\_

FAX THIS FORM TO URBAN ANIMAL AT: **972-633-1647** OR SUBMIT WITH YOUR AD AGREEMENT & COPY

THANK YOU

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## Mechanical policies

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Urban Animal (Publisher) strives to make your advertising experience pleasant and rewarding. We appreciate your support.

### **GENERAL**

The Publisher reserves the right to re-size, rebuild, or otherwise make printable any ad that does not meet specifications. Ads created or corrected by the Publisher are subject to production charges at \$40 per hour, one-hour minimum. This includes converting film or hard copy proofs to a useable digital format.

Files should be submitted to correct specifications as a PDF, or in Indesign, Illustrator, or Photoshop. Publisher assumes pleasing color is acceptable if match prints are not furnished.

In the event of late materials for a scheduled ad, Publisher reserves the right to run Advertiser's previous ad, or, if there is no previous ad, to resell or otherwise use the reserved space.

### **DIGITAL DETAILS**

All print ads bleeding off the page must have a 1/4" (.250") bleed on all sides.

Include all support files with ad submissions such as tiff and EPS graphics, fonts, text files, etc. Photos and art should be printers' quality: 300 dpi at 100% of size used.

Include all fonts—screen fonts, printer fonts, & fonts included with EPS graphics. Or create outlines of fonts.

Remove spot, RGB, Pantone, or Trumatch colors and convert to the CMYK color utility.

Email files less than 10MB to the above email address. Please include the advertiser's name in the subject heading. For large files more than 10MB, please call the Publisher at the number above.

### **REJECTIONS**

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards, in the sole judgment of the Publisher.