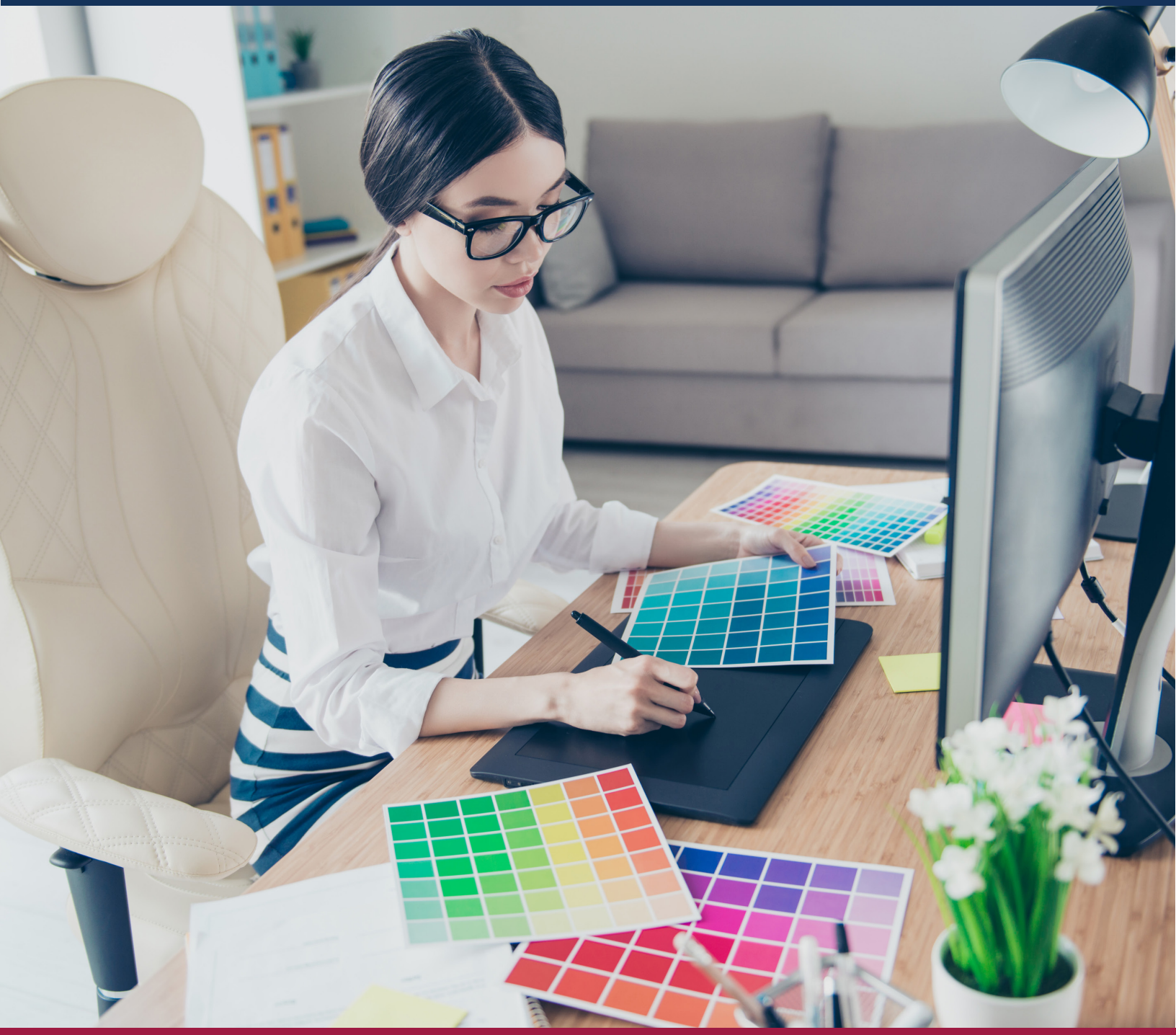
BELLWETHER

A **BLYTHECO** MAGAZINE



Advertising Specifications

BELLWETHER
A BLYTHECO MAGAZINE

Welcome to Bellwether!

Bellwether is a semi-annual magazine delivered both in print and electronic versions to Blytheco clients, leads, and referral partners. The demographics of our readers include decision makers, managers, and influential members of finance, accounting, marketing, HR, sales, and IT departments.

Each print edition reaches over 3,000 business addresses, while the digital version is delivered to over 10,000 professionals and receives an average of 15,000+ impressions.

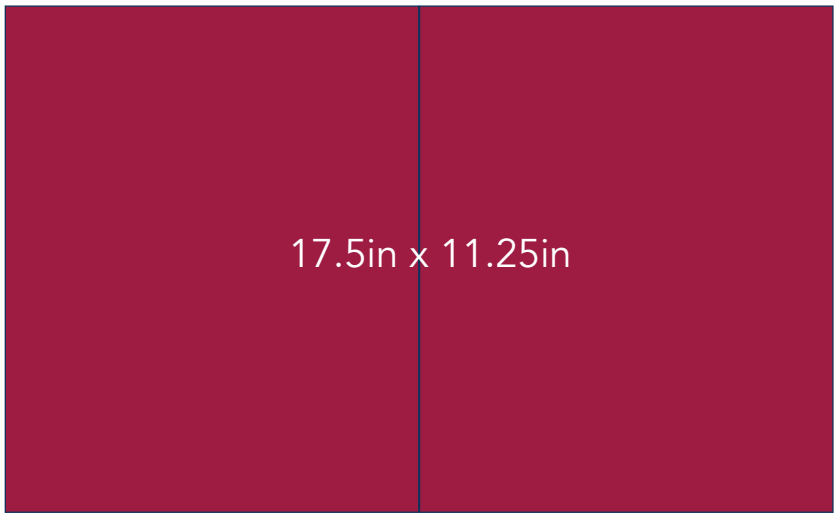
Advertising Rates

Size	1X Advertiser	Annual (2X) Rate
Two-Page Spread	$2,000	$1,800
Back Cover*	$1,500	$1,300
Inside Front Cover*	$1,300	$1,000
Inside Back Cover*	$1,200	$1,000
Full Page	$1,100	$900
Half Page	$600	$500
Quarter Page	$400	$300

*Premium positions may be booked in advance and may not be availble for all issues.

Ad Size Specifications

All sizes below include a 1/8in bleed, except the 1/4 page ad, which requires no bleed.



Two-Page Spread

Full Page

Back Cover

Half Page

Quarter Page

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Print Specifications and Ad Requirements

- All artwork must be supplied at 300 dpi (high resolution.)
- We prefer PDF format, but .EPS, .AI, and high-resolution .TIFF files are also accepted.
- All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork will be converted to CMYK mode, which results in a color shift.
- All fonts should be converted to outlines. If not, we reserve the right to use an alternative font. All images must be embedded in the file.
- Text placed too close to the edge of bleed ads may be cut off. Please keep text at least a 3/4 inch from the outside edge. The actual bleed dimension is 0.125 inch all around.

Print/Online Ad Submission

Please email ad graphics and article submissions to bellwether@blytheco.com. If the file size is larger than 10MB, please send to blytheco.wetransfer.com

Article Submissions

If you would like to submit an article for consideration, please email bellwether@blytheco.com.

Do you want to advertise in Bellwether, but don't have the time to create an ad yourself? We're happy to help!

Call us at 949.583.9500 x2500
or email bellwether@blytheco.com

Payment Terms

Payment is due upon receipt of invoice. All late payments, of undisputed amounts, shall accrue interest at a rate of 1.5% per month or the highest rate allowed by applicable law, whichever is lower. A fee of $30.00 will be levied for returned checks.

Pricing Disclaimer

We reserve the right to adjust pricing based on standard market values and when considering advertiser ROI. We make every effort to keep the prices on this document and the website accurate and up-to-date.

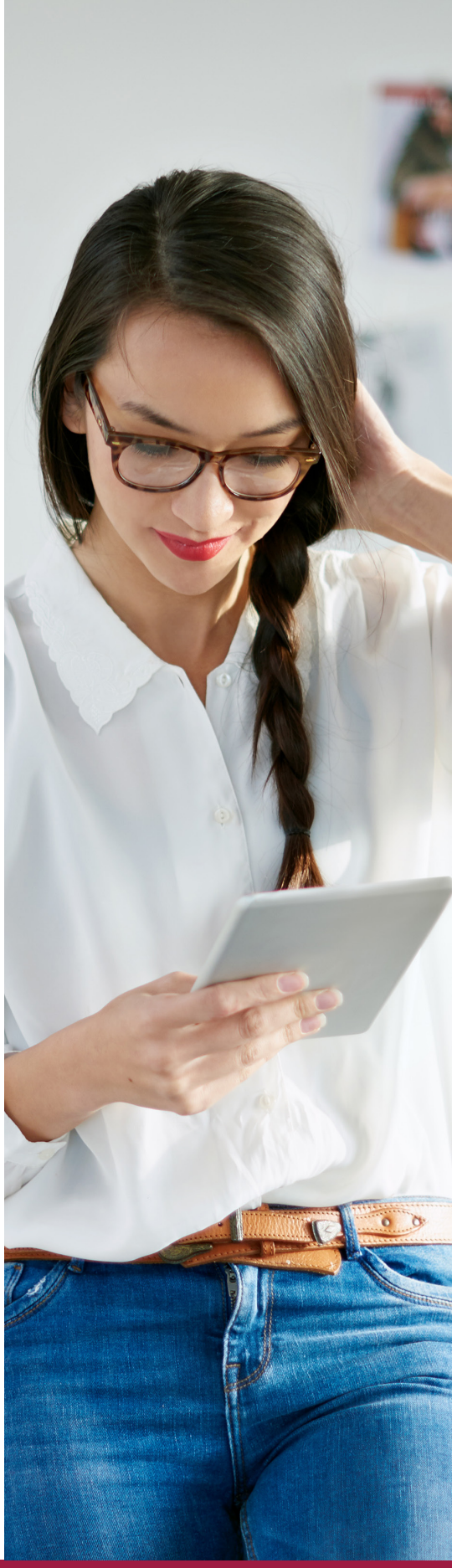
If you have any questions regarding pricing, please contact our Senior Editor Kyleena Harper at kharper@blytheco.com or 949.583.9500 x1154.

Renewals

All contracts are set to automatically renew after the initial contract period, unless a cancellation request is received. By automatically renwewing, you will be guaranteed your original rate and will not be impacted by price increases.

Cancellations

All cancellation requests must be received in writing 30 days prior to your renewal deadline. No refunds will be issued for unused advertising contracts.



Advertising Contract

Premium Ads*	1X Advertiser		Annual (2X) Rate	
Two-Page Spread	$2,000	☐	$1,800	☐
Back Cover	$1,500	☐	$1,300	☐
Inside Front Cover	$1,300	☐	$1,100	☐
Inside Back Cover	$1,200	☐	$1,000	☐

Advertising Will Begin With:

Volume 1 ☐

Volume 2 ☐

Year: _____

Regular Ads				
Full Page	$1,100	☐	$900	☐
Half Page	$600	☐	$500	☐
Quarter Page	$400	☐	$300	☐

How Would You Like to Be Billed?

Annually ☐

Semi-Annually ☐

Ad Price

$ _____

No. of Annual Issues

_____

Annual Total

_____

Company Name		
Primary Contact	Title	
Address		
City	State	Zip
Phone	Fax	
Email	Website	

I agree to all of the terms of the rate sheet and this contract as applicable for my company

Payment Authorization Signature _____ Date _____

Blytheco Sales Representitive Signature _____ Date _____

Sign Above and Scan/Email to: bellwether@blytheco.com

If you have any questions please call us at 949.583.9500 x2500

*Premium ads include two-page spread, back cover, inside front cover, and inside back cover of Bellwether. These ad spaces are on a first come first serve basis and current advertisers in those spots have first right of refusal.

Advertiser indemnifies Blytheco and the association against losses or liabilities arising from advertising in Bellwether Magazine. Blytheco assumes no responsibility whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of invoice. We will not accept credit cards for purchases over ten thousand dollars ($10,000). Late payments, of undisputed amounts, shall accrue interest at a rate of one and one-half percent (1.5%) per month. A fee of $30.00 will be levied for returned checks. All cancellation requests must be received in writing 30 days prior to your renewal deadline. No refunds will be issued for unused advertising contracts. Ads will also appear in an online version of the publication(s).