



The Shuttle

2019-2020 SCHOOL ADVERTISING CONTRACT

Name: _____ Date: _____
(This will be the name on your account.)

Name on check if different from business: _____

Contact: _____

Phone: _____ WW Member #: _____
(if applicable)

Email: _____

Address: _____

PAYMENT

We accept payment by check or credit card (online only).

Make checks payable to Weavers Way Shuttle. Please include your customer number on the check.

Mail to:

**Weavers Way Co-op
 Shuttle Advertising
 559 Carpenter Lane
 Philadelphia, PA 19119**

To pay by credit card, please log into our Member Center. (You will receive login credentials via email when you submit your contract.)
 Note: We cannot accept credit card payments over the phone. You must use your Weavers Way account.

Advance payment required for initial or one-time ads.

Existing accounts will be invoiced. Please remit within 30 days of the publication date. Balances in excess of 30 days will be subject to a finance charge.

Discounts are only available for full prepayment of five months or more.

PLEASE NOTE DEADLINE FOR SUBMITTING ADS:

The first day of the preceding month, e.g. July 1 for the August issue. For the Jan./Feb. 2020 issue, the deadline is December 27, 2019. If we do not have your ad or payment by the first of the month, we reserve the right to hold your ad.

SELECT YOUR AD

	✓ Prepay for 5 or more issues, get 10% off plus one additional FREE ad!		✓ Regular single insertion price (1 month)	
	COLOR	B&W	COLOR	B&W
Full Page/5 months/6 ads	<input type="checkbox"/> \$4,752	<input type="checkbox"/> \$3,640	Full Page <input type="checkbox"/> \$1,056	<input type="checkbox"/> \$809
Half Page/5 months/6 ads	<input type="checkbox"/> \$2,376	<input type="checkbox"/> \$1,818	Half Page <input type="checkbox"/> \$528	<input type="checkbox"/> \$404
Banner/5 months/6 ads	<input type="checkbox"/> \$1,188	<input type="checkbox"/> \$909	Banner <input type="checkbox"/> \$264	<input type="checkbox"/> \$202
1/4 Page/5 months/6 ads	<input type="checkbox"/> \$1,039	<input type="checkbox"/> \$796	1/4 Page <input type="checkbox"/> \$231	<input type="checkbox"/> \$177
1/8 Page/5 months/6 ads	<input type="checkbox"/> \$594	<input type="checkbox"/> \$454	1/8 Page <input type="checkbox"/> \$132	<input type="checkbox"/> \$101
1/16 Page/5 months/6 ads	<input type="checkbox"/> \$297	<input type="checkbox"/> \$225	1/16 Page <input type="checkbox"/> \$66	<input type="checkbox"/> \$50

IMPORTANT

✓ PLEASE CHECK THE MONTHS YOU WANT YOUR AD TO RUN.

<input type="checkbox"/> July/Aug 2019	<input type="checkbox"/> Jan/Feb 2020
<input type="checkbox"/> September	<input type="checkbox"/> March
<input type="checkbox"/> October	<input type="checkbox"/> April
<input type="checkbox"/> November	<input type="checkbox"/> May
<input type="checkbox"/> December	<input type="checkbox"/> June

SHUTTLE PUBLICATION DATES

(subject to change)

July/Aug 2019	July 19	Jan/Feb 2020	Jan. 17
September	Sept. 6	March	March 6
October	Oct. 4	April	April 3
November	Nov. 1	May	May 1
December	Dec. 6	June	June 5

Email ads to: advertising@weaversway.coop

Got questions? Need help?

Contact Shuttle Editor/Advertising Coordinator Karen Plourde
advertising@weaversway.coop, 215-843-2350, ext. 135



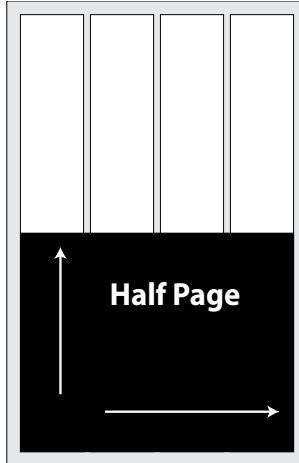
The Shuttle

ADVERTISING SIZES AND RATES

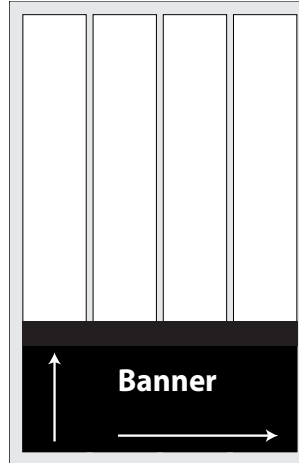
PRODUCTION SPECS



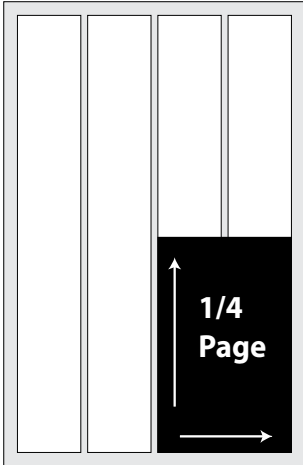
Full Page
10" (4 columns) wide
16" deep
\$1,056 (\$809 B&W)



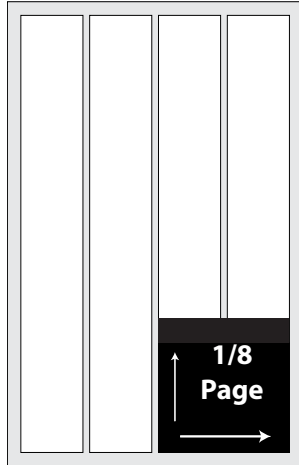
Half Page
10" (4 columns) wide
8" deep
\$528 (\$404 B&W)



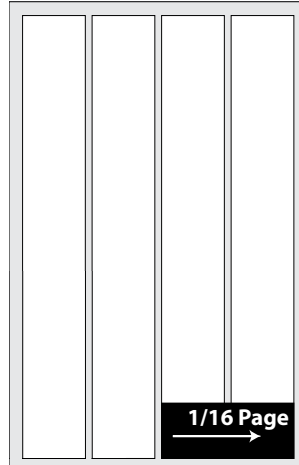
Banner
10" (4 columns) wide
4.875" deep
\$264 (\$202 B&W)



1/4 Page
4.875" (2 columns) wide
7.875" deep
\$231 (\$177 B&W)



1/8 Page
4.875" (2 columns) wide
4.875" deep
\$132 (\$101 B&W)



1/16 Page
4.875" (2 columns) wide
2" deep
\$66 (\$50 B&W)

- All artwork should be submitted in standard formats (PDF/JPG/EPS/TIF) and high resolution (300 DPI or better).
- Please make sure your ad is correctly sized.
- Type that is to print as black should be created with 100% black ink only.
- Color: Document, images and type must be **CMYK** and contain **no spot colors or RGB**. Do not include ICC profiles.
- When submitting PDF files, please make sure that **fonts are EMBEDDED** and that the **RESOLUTION is 300 DPI** or higher. Make sure the settings for PDF creation are set at the highest print quality. Do not include registration marks on final submitted PDFs.
- **PLEASE DO NOT SEND WORD DOCUMENTS.** Make sure the ads are the correct size, then save your document as a pdf.

SEND IMAGES FROM the Internet; they are low resolution (72 DPI) and unsuitable for print.

SEND PUBLISHER FILES. We do not use Publisher and cannot accept Publisher files.

If there is a problem with your submitted ad (e.g. print quality, size, format, spelling), we will notify you as soon as possible.

***** PLEASE NOTE *****

For a basic layout with two (2) proofs, there will be no additional charge. Proofs are for the correction of errors, but do not include design details. We are not responsible for making improvements on images. Numerous and/or extensive changes may result in an additional charge of \$5 per change.

Email ads to: advertising@weaversway.coop
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