

# The Philippine Reporter

2620 Eglinton Ave. East

P. O. Box 44529

Scarborough, Ontario M1K 2S3

Tel. (416) 461-8694 Website: [www.philippinereporter.com](http://www.philippinereporter.com)

E-mail: [ads@philreporter.com](mailto:ads@philreporter.com) or [philreporter1989@yahoo.ca](mailto:philreporter1989@yahoo.ca)

## MECHANICAL REQUIRE-

Printed by web offset process on high quality newsprint, 85 line screen is recommended for best reproduction of halftone copy, 100 lines maximum accepted. Ad materials should be submitted preferably in pdf electronic format or as one piece, size as, positive stat. Size of submitted material should fit appropriate size purchased from the ad size list. Otherwise, space will be charged as the next bigger size that accommodates the material. The publishers will not guarantee the quality of reproduction of ad materials that do not conform to these recommendations.

## PAYMENT POLICIES

- New advertisers must pay in advance, five days before the date of publication of their ads or earlier.
- Old advertisers must pay the invoices upon receipt.
- Failure to pay on time is a cause for cancellation of credit and removal of subsequent ads.
- Advertisers will be charged \$10.00 for NSF cheques.

## ADVERTISING POLICIES

- *Philippine Reporter* reserves the right to approve or reject all ad copy and artwork before publication.
- *Philippine Reporter* reserves the right to insert the word "Advertisement," "Advertorial," or "Adpictorial" at the top or bottom of any ad.
- Advertisers who terminate a discounted contract before completion are subject to corresponding regular ad rates.
- Paid ad contracts terminated by advertisers are subject to charges of up to 50% of unused ads.
- Changes to ads and cancellations should be done in writing and faxed or e-mailed.

## ADVERTISING CONTRACT

Date \_\_\_\_\_

I/We, \_\_\_\_\_ representing

\_\_\_\_\_

authorize The Philippine Reporter to insert a \_\_\_\_\_ size

advertisement in its tabloid newspaper *The Philippine Reporter*.

This ad will be published in \_\_\_\_\_ issue(s)

at \$ \_\_\_\_\_ per insertion. I am aware of the payment and advertising

policies stated in this contract and know that this contract is covered by them.

PROVIDE CAMERA READY AD OR PRINT COPY CLEARLY HERE:

### ADVANCED PAYMENT IS REQUIRED FOR FIRST TIME ADVERTISERS

NOTE: **Ad rates are for ad space only.** Setting up an ad will be charged according to time spent in typing and formatting text, graphics and photo set up (line shot or halftone), and ad layout. **Client should settle with the Account Executive the actual cost of ad set up.**

Signature \_\_\_\_\_

Agency/Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
(City/Province)

\_\_\_\_\_  
(Postal Code)

Tel. No. \_\_\_\_\_ Solicited by \_\_\_\_\_

Payment made by [ ] Cheque [ ] Money Order [ ] Cash

Make cheques payable to **The Philippine Reporter**