

## ADVERTISING INSERT RATES



### PRICE PER WEEKLY INSERTION

Full run	3,250 inserts	\$425
Port Chester only	1,900 inserts	\$325
Rye Brook only	1,350 inserts	\$290

### REQUIREMENTS

- Size must be 8½" x 11" or smaller (larger inserts must be folder down to size)
- Must not have a standard mail indicia (stamp)
- Up to 4 pages (call for prices on heavier inserts)
- We recommend heavier stock (24# or more) on single page inserts. They are inserted by machine and single sheets on 20# (copy paper) stock may double up.
- Inserts must be delivered to our office at 327 Irving Avenue, Port Chester, NY 10573 at least 10 days before date of insertion in the paper. (i.e. must be to us by the Wednesday morning before the following Friday's newspaper.) Later delivery will incur a surcharge of at least \$70. Even when paying surcharge, inserts must be to us no later than Tuesday for that Friday's newspaper.

Rates effective January 1, 2023



327 Irving Avenue
Port Chester, NY 10573
(914) 939-6864
publisher@westmorenews.com

ADVERTISING INSERT ORDER

Date Account #
Advertiser Billing Address (if other than at left):
Attention
Street
City State Zip
Telephone Telephone
E-mail: E-mail:

RUN: Full Port Chester only Rye Brook only
COST PER INSERTION: \$ Additional charges \$ Total Cost \$
NUMBER OF INSERTIONS:
INSERTION DATES: Starting Ending
SPECIAL INSTRUCTIONS:

Agreement

As the advertiser named above, I acknowledge that I have received or have knowledge of the current display advertising rate sheet and that I have received a complete copy of this insertion order. I understand and agree that the payment terms and publisher's regulations stated on the reverse side of this form are incorporated into this agreement by reference.
I understand that the deadline for copy changes is the Monday prior to publication and that in the event copy is not submitted by the Monday deadline, the Westmore News may publish the most

recent past ad that it has published for me. I understand that it is my responsibility to submit copy changes on time.
By signature, I acknowledge that I may renew my insertions by phone or FAX order and that such orders are accepted by the Westmore News subject to the terms of this agreement.
This order is not subject to cancellation without written acknowledgement from the publisher.
Please make checks payable to Westmore News, Inc.

I have read and accept the terms and conditions above.

Payment Received \$

Advertiser's Signature & position By Sales Representative

Credit Card # Expires / CVV#
Name on card:
Address where Credit Card Bill goes including zipcode:

## PAYMENT TERMS

Payment for advertisements in *Westmore News* is required in advance from all advertisers until credit has been established. The *Westmore News* bills on the last Friday of each month, and payment is due upon presentation of the statement. A 1½ percent service charge will be added to all accounts remaining unpaid 30 days after the billing date, with the minimum charge being \$1<sup>00</sup>. Unless special

arrangements have been made, all invoices dating more than 60 days past due will be forwarded to appropriate collection services. The advertiser is liable for any collection costs, court costs and attorney's fees incurred by *Westmore News* to collect delinquent accounts.

Make all checks payable to *Westmore News, Inc.*

## PUBLISHER'S REGULATIONS

- All advertising orders are accepted subject to the terms and provisions of the current advertising rate sheet.
- All advertising orders are subject to final approval by the publisher.
- The publisher reserves the right to reject any advertising copy submitted or to cancel any advertisement at any time.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- The word "Advertisement" will appear over any ad that simulates editorial content.
- The position of an advertisement within the paper is not guaranteed.
- The advertiser assumes full responsibility for all statements made in his advertisements. With regard to artwork, photographs and trademarks, the advertiser is responsible for gaining the authority to use them in his advertising and agrees to hold the publisher harmless from and against any and all claims arising from the improper or unauthorized use of such material in his advertisements.
- Advertisements ordered set and not used will be charged for composition.
- It is the responsibility of the advertiser to notify the *Westmore News* regarding any copy or size changes in their advertisement.
- The publisher cannot be responsible for errors in advertising beyond the cost of the actual space occupied by the part of the ad in error. Credit for any errors is allowed on the first insertion only. It is the obligation of the advertiser to promptly notify the publisher of any error.
- All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control.
- The publisher will not assume responsibility for any orders, corrections or cancellations given verbally. Instructions are to be in writing and must be received before deadline.
- We will accept orders to reprint prior advertising copy by telephone, but we will not assume responsibility for any changes or revisions thereto.
- Artwork and advertising layouts created for the advertiser by the *Westmore News* remain the property of the *Westmore News*.
- The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser's advertisement.