Waukesha County Airport Newsletter Advertising Policy

OBJECTIVE: To sell advertising space in the Waukesha County Airport Newsletter for the purpose of defraying publishing costs.

CONDITIONS:

1. Circulation: Approximately 456 UES users, pilots and enthusiasts.

2. Publication Schedule: Six times a year.

3. Rates: As determined by the Airport Manager

4. Ad Size: Minimum ad is 125px x 70px. Maximum includes advertorial content.

5. Space Reservations: First-come, first-served basis, with payment.

6. Artwork: Camera ready ads accepted with payment. Any set up charges are additional and payable to the Waukesha County Airport.

7. Restrictions: No political advertisements or endorsements will be accepted. Only retail ads will be published; no classified ads. One ad per business per issue is permitted.

8. Disclaimer: Advertisements published in the Waukesha County Airport Newsletter in no way constitute an endorsement of a product or service by Waukesha County, Waukesha County Airport, it's boards, commissions, agencies, appointed and elected officials, employees and representatives.

9. The Waukesha County Airport Manager reserves the right to reject any advertisement for publication.

10. Employees and elected officials of Waukesha County are not permitted to advertise in the Waukesha County Airport Newsletter.

NEWSLETTER ADVERTISING RATES – Per Issue

Bronze: 125px x 70px logo/image and hyperlink: $25.00

Silver: Banner ad w/hyperlink: $50.00

Gold: 500 word count advertorial with logo/image and hyperlink: $100.00

Waukesha County Airport Newsletter
Advertising 2016 Agreement Form

Name: _____

Company: _____

Phone: _____

Email: _____

Dates of ad placement: _____

I have reviewed and understand all policies:

Signature: _____

Newsletter Advertising:

	Number of ads	Cost per Ad	Total
Bronze	_____ X	$25 =	$_____
Silver	_____ X	$50 =	$_____
Gold	_____ X	$100 =	$_____
Total Due			$_____

Method of Payment: Cash   Check

Office Use Only:

Date Received:	
Approved:	Payment Received: Notes: