

Weld County Fish and Wildlife Association Advertising Agreement

This Agreement for advertising (“Agreement”) is entered into and made effective this

_____ Day of _____ 20 _____ (“Effective Date”) by and between

_____ (“Advertiser”) and the Weld County Fish & Wildlife Association

Recitals

WHEREAS, it is the desire of the Weld County Fish & Wildlife Association to generate revenue to support the clubs Newsletter and Website program; and

WHEREAS, the Board of Directors of Weld County Fish & Wildlife Association has indicated a belief that revenues in excess of those available from the Association’s general fund are necessary to provide for the needs of the program; and

WHEREAS, the Board of Directors (BOD) has authorized the receipt of revenue through the use of approved advertising and/or sponsorships; and

WHEREAS, the parties above desire to enter into an Agreement for these purposes.

Agreement

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the parties agree as follows:

1. Payment for the total amount shall be \$_____ (see rate Sheet) each year of this Agreement. A year for the purposes of this agreement shall mean a typical calendar year, no prorating will be allowed.
2. The term of this Agreement shall commence on the Effective Date and shall be in effect until the end of the calendar year. Payment for the advertisement shall be due upon the execution of this agreement. A new agreement shall be executed for each consecutive year. One time newsletter inserts will need a new agreement for each quarterly newsletter.
3. The Weld County Fish & Wildlife Association agrees to distribute four (4) black printed newsletters per calendar year on a quarterly basis. The Weld County Fish & Wildlife Association also agrees to maintain a working web site at www.wcfw.org.

Each advertiser will receive one advertisement placement in each quarterly newsletter of the desired size in agreement with the Weld County Fish & Wildlife Association’s rate card and the same advertisement on The Weld County Fish & Wildlife Association’s web site and a hyperlink to advertisers web site if provided, with the exception of newsletter inserts. (see rate card)

Advertisers Responsibilities

1. The advertiser executing this agreement on behalf of said company or organization agrees that he or she is a member in good standing with The Weld County Fish & Wildlife Association; and the Weld County Fish & Wildlife Association member has a vested interest in said company or organization. Non Member advertisers are welcome at the discretion of the WCFW BOD.
2. The Advertiser shall be responsible for providing Weld County Fish & Wildlife Association with camera-ready art or electronic media in a timely manner. E-mailed .jpg images and adobe .pdf documents are acceptable.
3. All material will become property of The Weld County Fish & Wildlife Association.
4. The Advertiser shall indemnify and hold The Weld County Fish & Wildlife Association harmless from any and all claims, causes of action, suits and liabilities arising out of its association with or performance under this Agreement. To the extent provided by law, but without waiving any of its rights, The Weld County Fish & Wildlife Association shall indemnify and hold harmless the advertiser from any and all claims, causes of action, suits and liabilities arising out of its association with or performance under this Agreement.
5. Neither party to this agreement shall extend the credit and/or faith of the other party to this Agreement to any person, firm, organization, association, or corporation.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first above written.

Weld County Fish and Wildlife Association:

By: _____

Signature: _____

Advertiser:

By: _____

Title: _____

Signature: _____

Approved by Weld County Fish & Wildlife BOD on:

_____ Day of _____ 20 _____

Address: _____

Phone: _____ **Fax:** _____

Email: _____

Website: _____

Attach Business Card



NOTES:

Weld County Fish and Wildlife Association Advertising Rate Card

Quarterly newsletter and website advertising rates:

Business card and 1/4 page size advertisement; 4 printed newsletters mailed to approximately 350 members. Additional newsletters placed in boxes at the Weld County Fish & Wildlife range. Same advertisement placed on www.wcfw.org website for one year. (website will be color advertisement if art work provided)

Business Card Size
3 1/2" X 2"
\$100.00 per year

1/4 Page Size
3 1/2" X 4 3/4"
\$200.00 per year

Full Page Inserts

Full page inserts must be provided in adobe .pdf format in black and white, only 8 1/2 by 11 size will be accepted. Advertisement will be placed on www.wcfw.org as part of the quarterly newsletter. Mailed newsletters will be folded in half.

Full page insert advertisement rate
\$250.00 per newsletter

2010 Advertisement Deadlines

1st Quarter 2010: December 15th, 2009

2nd Quarter 2010: March 15th, 2010

3rd Quarter 2010: June 15th, 2010

4th Quarter 2010: September 15th, 2010

1st Quarter 2011: December 15th, 2010