



SAN FRANCISCO POLICE OFFICERS ASSOCIATION
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MULTI-RUN ADVERTISING AGREEMENT

This completed document, when accompanied by full or partial payment as specified below, and received by the San Francisco Police Officers Association, constitutes an agreement for multi-run advertising in the *POA Journal* for three, six, or twelve monthly issues. Review the POA Advertising Rate Sheet and Schedule of Deadlines that accompany this document before providing the following information. Please keep a copy of this completed agreement for your records.

Date: _____

Name of Business or Organization: _____

Person Authorizing This Agreement:

Name: _____

Title: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

Signature of Person Authorizing this agreement:

_____ Date: _____

Advertisement Size, Description, and Other Information

(Please refer to Advertising Rate Sheet)

Size: Ad space is measured by column width and height inches.

- 1 column = 2 1/8 inches
- 2 columns = 5 inches
- 3 columns = 7 1/8 inches
- 4 columns = 10 1/8 inches

Please indicate the size of space you want for your advertisement (check one):

- _____ 1 column wide x 1” high
- _____ 1.5 columns wide x 2” high (business card size)
- _____ 2 columns wide x 2” high
- _____ 2 columns wide x 3” high
- _____ 2 columns wide x 4” high (1/8 page)
- _____ 2 columns wide by 5” high
- _____ 2 columns wide x 6” high
- _____ 2 columns wide x 7” high
- _____ 2 columns wide x 8” high (1/4 page)
- _____ 2 columns wide x 16” high (1/2 page) or _____ 4 columns wide x 8” high
- _____ 3 columns wide x 16” (3/4 page)
- _____ 4 columns wide x 16” high (full page)

• Beginning with the (enter month and year) _____

issue of the *POA Journal*, please print my advertisement in (check one):

- _____ 3 monthly issues at a 15% discount per issue - (refer to rate sheet)
- _____ 6 monthly issues at a 20% discount per issue - (refer to rate sheet)
- _____ 12 monthly issues* at a 30% discount per issue - (refer to rate sheet)

* The 12th monthly issue must be published within 18 months from the date of the multi-run agreement.

(Please check the appropriate options)

_____ I will forward my advertisement as a digital file

_____ I will forward the text and photos/graphics and ask the POA to design my ad

_____ I will forward a hard copy of my ad that can be scanned and saved as a digital file.

_____ I will forward monthly changes to my ad.

Other information: _____

Special Placement of Ads

Every effort will be made to accommodate requests for special placement of an ad. However, placement is not guaranteed, nor is special placement available at a premium rate. Currently, no advertisement may be placed on the front or rear page, or in the center spread of the *POA Journal*.

Four-Color Ads

The *POA Journal* does, on occasion, print a full or partial four-color issue. If time permits, advertisers will receive notice of the availability and additional costs associated with the printing of a four-color ad.

Disclaimer

The San Francisco Police Officers Association and the *POA Journal* may refuse to accept or defer initial publication of a new advertisement, or cancel or defer publication of a pre-paid multi-run advertisement, for considerations of space, or for content that the POA deems to be false, misleading, offensive, or otherwise inappropriate. All rights reserved.

Please attach your check to this agreement. Make checks payable to *POA Journal* Advertising for the amount specified on the enclosed Advertisement Rate Sheet. No multi-run ad may be pre-paid for more than 12 monthly issues, and no agreement may exceed more than 18 months in duration. Advertisers must complete another Advertising Agreement to run ads beyond publication of 12 monthly issues.

Payment may be made in two installments for some multi-run ads. Please refer to the figures set in bold print on the advertising rate sheet. The initial payment must be at least 60% of the total. The balance is due at the mid-point of the Multi-Run Advertising Agreement.

Thank you! Please mail this agreement with your payment to:

POA Journal Advertising, 800 Bryant Street, Second Floor, San Francisco, CA 94103

The men and women of the San Francisco Police Officers Association appreciate your business and support.

If you have any questions or concerns, please contact Michael Popoff, POA Advertising Coordinator:

Phone: 415.515.1862 Fax: 415.221.7023

Email: sfpoa_ads@sbcglobal.net