



Serving Northern Virginia, a touch of West Virginia, and a hint of Maryland

**2017 Insertion Order/Invoice**

Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

e-mail: \_\_\_\_\_ Website: www. \_\_\_\_\_

**STEP 1:**  
*Choose ad size*

Full Page  
 Half Page\*  
 Third Page  
 Quarter Page  
 Sixth Page  
 Twelfth Page\*  
 Prize List/  
 Hunt/Club/Event  
 Page (Color)

**STEP 2:**  
*Choose type*

Color  
 B/W

*\*Half & twelfth*

Vertical  
 Horizontal

**STEP 3:**  
*Choose frequency*

**Annual**  
 (4 issues)

**Single Issue:**

Spring  
 Summer  
 Autumn  
 Winter

**STEP 4:**  
*Choose free options*

Ad design

Yes, please!  
 No thank you,  
 I have camera  
 ready art to  
 specs.

Web link

Yes, please!  
 No thank you.

**STEP 5:**  
*Choose payment option*

Check  Credit\*

**Annual cost** \$ \_\_\_\_\_  
 less discount -\$ \_\_\_\_\_  
**Balance** \$ \_\_\_\_\_

3/1 Payment -\$ \_\_\_\_\_  
**Balance** \$ \_\_\_\_\_

6/1 Payment -\$ \_\_\_\_\_  
**Balance** \$ \_\_\_\_\_

*Must sign advertising  
agreement below.*

**Single ad cost** \$ \_\_\_\_\_  
*Must pay in full*

**\*Pay by credit card  
online through PayPal.  
Free 6 mo. financing  
online only at  
www.horsetimes.net.  
Discounts do not apply  
to credit card payments.**

	Annual Contract (ALL 4 Issues!)		Single Issue	
	Color	B/W	Color	B/W
Full Page	\$1,250	\$1,000	625	500
Half Page	\$1,000	\$750	500	350
Third Page	\$750	\$550	375	275
Quarter Page	\$600	\$430	300	215
Sixth Page	\$450	\$325	225	160
Twelfth Page	\$250	\$200	125	100
Prize List	\$400	N/A	150	N/A

**Terms of Advertising Agreement**

- No ads will be placed without a completed and signed 2017 Advertising Agreement/Insertion Order.
- All payments for single issue or new ads are due before the first ad prints.
- Discounts for annual rates require full payment by March 1, 2017 or they will default to the regular annual rate.
- Annual contracts must be paid in full by June 1, 2017 and will be subject to a \$25 fee for each additional month through September, 2017.
- Annual contracts must be current as per rates for single issues printed.
- Any annual contracts not paid in full by October 1, 2017 will be billed with an additional \$75 penalty.
- Any contracts not paid by the end of 2017 are subject to an additional 10% interest from the inception of the first ad placed in 2017.

*I have read, understand, and agree to the above.* Signature \_\_\_\_\_ Date \_\_\_\_\_