



BIRMINGHAM BOTANICAL GARDENS

enhancing life with plants

Antiques at The Gardens Catalog CIRCULATION & DISTRIBUTION

Geographic Coverage

A city-wide launch focusing on the following “Over the Mountain” communities:

Mountain Brook, Redmont, Homewood, Vestavia Hills, Hoover, Trussville

Demographic

College educated men and women ages 45 and up who are Members, Trustees, Volunteers and Executive Board Members of Birmingham Botanical Gardens

Household income

Homeowners with a median household income of \$150,000 +

Interested in

Lifestyle, gardening, traveling, entertaining, horticulture

Potential advertisers

Retailers looking to attract upscale, educated consumers interested in products and services related to lifestyle, gardening, traveling, entertaining, horticulture

Circulation

Over 8,500 copies mailed directly to households with an estimated 10,000 total readership

www.bbgardens.org



2011 CATALOG ADVERTISING AGREEMENT

AD DEADLINE: **June 25, 2011** MAIL DATE: **SEPTEMBER 1, 2011**

Size	Color	Shape	Price	Remarks
FULL PAGE	FULL	7.865" X 10.375"	\$1,200.00	
TOTAL PAYMENT				\$

PAYMENT INFORMATION:

- BILLING INSTRUCTIONS: SEND TO SPONSOR SEND TO AGENCY (ALL ACCOUNTS MUST BE PAID IN FULL BY JULY 31, 2011)
- CHECKS MADE PAYABLE TO: FRIENDS OF BIRMINGHAM BOTANICAL GARDENS
- CREDIT CARD: VISA MASTERCARD DISCOVER

NAME ON CARD: _____

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ARTWORK REQUIREMENTS:

CAMERA-READY ARTWORK IS REQUIRED & SHOULD BE SUBMITTED BY THE AD DEADLINE TO: **ANDREW KREBBS | BIRMINGHAM BOTANICAL GARDENS**

2612 LANE PARK ROAD | BIRMINGHAM, AL 35223

ALL ADS WILL BE NON-BLEED WITH RULE BORDER ADDED. BLACK AND WHITE AND COLOR ADS CAN BE ACCEPTED. A SURCHARGE OF \$100 WILL BE ADDED TO ADVERTISERS WHO DO NOT HAVE CAMERA-READY ARTWORK. THESE ADS WILL BE FORMATTED IN A SIMILAR STYLE FOR EACH ADVERTISER. ARTWORK CAN BE ACCEPTED IN THE FOLLOWING FORMATS: PDF, JPEG, TIFF AND EPS. FOR OPTIMAL RESULTS, YOUR IMAGE MUST BE AT LEAST 300 DPI (DOTS PER INCH), ALSO KNOWN AS PIXELS PER INCH (PPI) AT THE FINAL OUTPUT SIZE. PLEASE DO NOT ATTEMPT TO CHANGE A LOW RESOLUTION IMAGE TO A HIGHER ONE BY CHANGING THE DPI IN YOUR IMAGING SOFTWARE. DOING SO WILL RESULT IN A BLURRED OUTPUT. PLEASE INCLUDE ALL RELATED FILES NECESSARY FOR OUTPUT INCLUDING FONTS AND PLACED IMAGES. **DO NOT SEND ORIGINAL ARTWORK OR YOUR ONLY DISC COPY.**

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All payments are due by July 31, 2011. All contracts not fulfilled are subject to short rate which is payable upon receipt of invoice. No agency commission is offered since this is a charitable sponsorship opportunity. If sponsor's account is delinquent and placed with a collection agency or attorney, sponsor agrees to pay fees charged in connection with the account's collection and/or reasonable attorney's fees. Friends of Birmingham Botanical Gardens (FBBG) reserves the right to reject any ad and to terminate this contract immediately by notice at any time (without charging the short rate). FBBG is not bound by any agreement expressed on this contract. Neither FBBG nor any of its members, agents or employees will be responsible for any losses, liability or damages sustained due to errors in ad content, content of ad or for any other claims, but will be liable for the actual cost of space required to correct an error. Preferred position is available for an up-charge, other positions cannot be guaranteed. Rates subject to change with the publication of a new rate card. I have read and I agree to the terms and conditions on this contract and I release Friends of Birmingham Botanical Gardens, its members, agents and employees from any liability. My company agrees to pay for the above advertising in the 2011 Antiques Catalog.

AUTHORIZED SIGNATURE: _____

DATE: _____