

**The Junior League of Midland, INC.  
902 West Dengar, Midland, Texas 79705  
(432) 682 – 4732**

***TUMBLEWEED* Advertising Contract for  
2022-2023 League Year**

<b>Advertiser</b>	
<b>Contact</b>	
<b>Title</b>	
<b>Address</b>	
<b>Phone</b>	
<b>Email</b>	

*Tumbleweed* is published four times a year during the League year and covers League activities, as well as community and cultural events in the Permian Basin. *Tumbleweed* is distributed both electronically (with interactive links) and in print to over 700 current and former League Members, local businesses, doctors' offices, community leaders, and area non-profits organizations.

**Artwork and Contract Due Dates**

**All Four Issues – Contract and Artwork Due July 30, 2022**

**Issue #1 – September, Artwork Due August 8, 2022**

**Issue #2 – December, Artwork Due October 10, 2022**

**Issue #3 – March, Artwork Due 16, 2023**

**Issue #4 – June, Artwork Due April 10, 2023**

**This Agreement is effective as of the date received by The Junior League of Midland, Inc. (The Publisher).**

1. **Terms and Conditions**: All notices required in this agreement shall be given at the address of each respective party as listed on this contract. All cancellations or changes must be in writing, by mail, fax, or email, to Publisher. Cancellations or changes to the contract will not be accepted after the contract deadline.

Advertisers agree that they have received a copy of this agreement and agree to abide by its terms and conditions. Ads will not be published without a signed contract. Payment is non-refundable, and no refunds or credits will be given.

All artwork/photos must be received by the artwork/photo deadline date stated herein, and Publisher is not responsible for any errors in advertisements. A charge of \$150.00 will be incurred if artwork changes during the year unless otherwise agreed upon by both parties at the time the contract is executed.

Publisher reserves the right to limit the amount of advertising and reject any advertising. Advertising agencies and advertisers agree that The Junior League of Midland, Inc. shall be under no liability by reason of error or omission. All advertisements are accepted and published by The Junior League of Midland, Inc. upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of The Junior League of Midland, Inc. acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold The Junior League of Midland, Inc. harmless from and against any loss or expense resulting from claims or suit for defamation, libel, violation or right of privacy, plagiarism, and copyright infringements. Advertiser agrees to pay for space upon signing of this contract. Non-payment negates contractual obligations.

2. **Ad Copy**: Camera-ready art shall be supplied by the Advertiser to Publisher no later than **July 15, 2022**. Advertisers requiring further production requirements should contact the editor at [editor@jlmidland.org](mailto:editor@jlmidland.org).

**Tumbleweed Color Ad Rates Per Year for 2022-2023 League Year**

<b>Ad Size</b>	<b>Cost</b>	<b>JLM Member &amp; Non-Profit Discount of 10%</b>
<b>Full Page *</b>	<b>\$1800</b>	<b>\$1620</b>
<b>Full Page Single Issue Placement</b>	<b>\$475</b>	<b>\$427.50</b>
<b>Half Page*</b>	<b>\$1350</b>	<b>\$1215</b>
<b>Half Page Single Issue Placement</b>	<b>\$350</b>	<b>\$315</b>
<b>Quarter Page*</b>	<b>\$875</b>	<b>\$787.50</b>
<b>Quarter Page Single Issue Placement</b>	<b>\$225</b>	<b>\$202.50</b>

**Premium Ad Location**

<b>Full Page Outside Back Cover</b>	<b>\$2765</b>	<b>\$2488</b>
<b>Full Page Centerfold</b>	<b>\$2500</b>	<b>\$2250</b>
<b>Full Page Inside Front Cover or Back Cover</b>	<b>\$2200</b>	<b>\$1980</b>
<b>Half Page Inside Front cover or Back Cover</b>	<b>\$2000</b>	<b>\$1800</b>

<b>Quarter Page Inside Front or Back Cover</b>	<b>\$1050</b>	<b>\$945</b>
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**Sizes of Ads:**

**Full Page 7 ½” x 10”**

**Half Page 7 ½” x 4 7/8”**

**Quarter Page 3 5/8” x 4 7/8”**

**\*Advertisers that place an ad for all 4 editions of the *Tumbleweed* will receive a Social Media Add-On.**

- 1) The Current advertisement artwork would be included in the weekly internal JLM email quarterly in a “Thank you to our sponsors” Section**
- 2) Social Media presence would include a quarterly Thank you mention on promotional content on the external and internal JLM Facebook and Instagram page.**

**I authorize The Junior League of Midland, Inc. to insert an Ad Size**

**Advertisement with the placement of**

**At the rate of \$**

**For all or a select issue agreed upon for 2022-2023 *Tumbleweed* Publication Year.**

<b>Advertiser Signature:</b>	<b>Date:</b>
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**Please return full contract to [editor@jlmidland.org](mailto:editor@jlmidland.org) and submit payment to The Junior League of Midland, Inc. at 902 Dengar, Midland, Texas 79705 prior to the dates noted above.**

**Acceptable payment methods:**

- **Check Payable to The Junior League of Midland**
- **Credit Card – Please contact Jamie Goodgame, JLM Office Manager to process payment at 432-682-4762.**