



The Shuttle

2022-23 SCHOOL ADVERTISING CONTRACT

Name: _____ Date: _____
(This will be the name on your account.)

Name on check if different from business: _____

Contact: _____

Phone: _____ WW Member #: _____
(if applicable)

Email: _____

Address: _____

PAYMENT

We accept payment by check or credit card (online only).

Make checks payable to Weavers Way Shuttle. Please include your customer number on the check.

Mail to:

Weavers Way Co-op

Shuttle Advertising

559 Carpenter Lane

Philadelphia, PA 19119

To pay by credit card, please log into our Member Center. (You will receive login credentials via email when you submit your contract.)
 Note: We cannot accept credit card payments over the phone. You must use your Weavers Way account.

Advance payment preferred for initial or one-time ads.

Existing accounts will be invoiced. Please remit within 30 days of the publication date. Balances in excess of 30 days will be subject to a finance charge.

PLEASE NOTE DEADLINE FOR SUBMITTING ADS:

The 10th of the preceding month, e.g. July 10 for the August issue.

For the Jan./Feb. 2023 issue, the deadline is Jan. 4, 2023.

If we do not have your ad or payment by the deadline, we reserve the right to hold your ad.

SELECT YOUR AD

✓ Prepay for 5 or more issues, get 10% off plus one additional FREE ad!	✓ Regular single insertion price (1 month)	
	COLOR	B&W
Full Page/5 months/6 ads	<input type="checkbox"/> \$4,752	<input type="checkbox"/> \$3,640
Half Page/5 months/6 ads	<input type="checkbox"/> \$2,376	<input type="checkbox"/> \$1,818
Banner/5 months/6 ads	<input type="checkbox"/> \$1,188	<input type="checkbox"/> \$909
1/4 Page/5 months/6 ads	<input type="checkbox"/> \$1,039	<input type="checkbox"/> \$796
1/8 Page/5 months/6 ads	<input type="checkbox"/> \$594	<input type="checkbox"/> \$454
1/16 Page/5 months/6 ads	<input type="checkbox"/> \$297	<input type="checkbox"/> \$225

✓ Regular single insertion price (1 month)	✓ Regular single insertion price (1 month)	
	COLOR	B&W
Full Page	<input type="checkbox"/> \$1,056	<input type="checkbox"/> \$809
Half Page	<input type="checkbox"/> \$528	<input type="checkbox"/> \$404
Banner	<input type="checkbox"/> \$264	<input type="checkbox"/> \$202
1/4 Page	<input type="checkbox"/> \$231	<input type="checkbox"/> \$177
1/8 Page	<input type="checkbox"/> \$132	<input type="checkbox"/> \$101
1/16 Page	<input type="checkbox"/> \$66	<input type="checkbox"/> \$50

SHUTTLE PUBLICATION DATES (subject to change)

✓ **IMPORTANT** PLEASE CHECK THE MONTHS YOU WANT YOUR AD TO RUN.

2022			2023		
<input type="checkbox"/>	September	Sept. 2	<input type="checkbox"/>	Jan./Feb.	Jan. 20
<input type="checkbox"/>	October	Oct. 4	<input type="checkbox"/>	March	March 3
<input type="checkbox"/>	November	Nov. 4	<input type="checkbox"/>	April	April 4
<input type="checkbox"/>	December	Dec. 2	<input type="checkbox"/>	May	May 5
			<input type="checkbox"/>	June	June 2
			<input type="checkbox"/>	July	July 7

Email ads to: advertising@weaversway.coop

Got questions? Need help?

Contact Shuttle Editor/Advertising Coordinator Karen Plourde
advertising@weaversway.coop, 215-843-2350, ext. 135



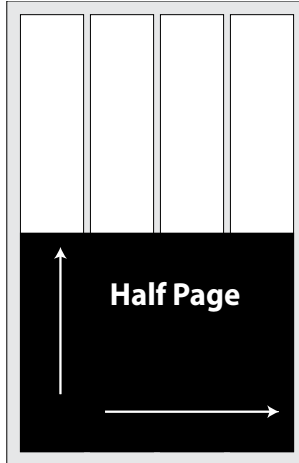
The Shuttle

ADVERTISING SIZES AND RATES

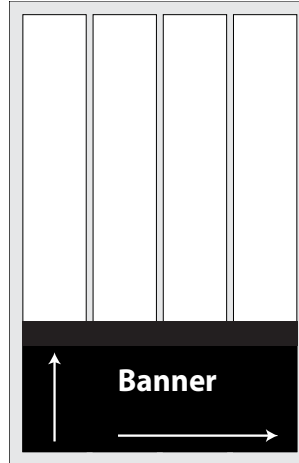
PRODUCTION SPECS



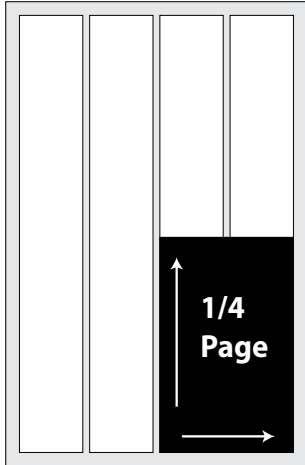
Full Page
10" (4 columns) wide
16" deep
\$1,056 (\$809 B&W)



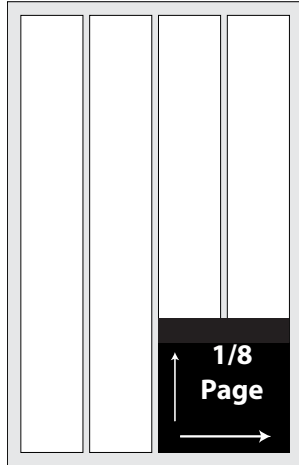
Half Page
10" (4 columns) wide
8" deep
\$528 (\$404 B&W)



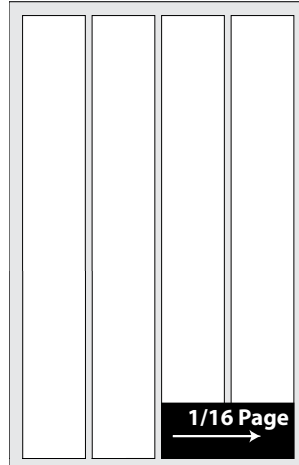
Banner
10" (4 columns) wide
4.875" deep
\$264 (\$202 B&W)



1/4 Page
4.875" (2 columns) wide
7.875" deep
\$231 (\$177 B&W)



1/8 Page
4.875" (2 columns) wide
4.875" deep
\$132 (\$101 B&W)



1/16 Page
4.875" (2 columns) wide
2" deep
\$66 (\$50 B&W)

- All artwork should be submitted in standard formats (PDF/JPG/EPS/TIF) and high resolution (300 DPI or better).
- Please make sure your ad is correctly sized.
- Type that is to print as black should be created with 100% black ink only.
- Color: Document, images and type must be **CMYK** and contain **no spot colors or RGB**. Do not include ICC profiles.
- When submitting PDF files, please make sure that **fonts are EMBEDDED** and that the **RESOLUTION is 300 DPI** or higher. Make sure the settings for PDF creation are set at the highest print quality. Do not include registration marks on final submitted PDFs.

PLEASE DO NOT

SEND WORD DOCUMENTS. Make sure the ads are the correct size, then save your document as a pdf.

SEND IMAGES FROM the Internet; they are low resolution (72 DPI) and unsuitable for print.

SEND PUBLISHER FILES. We do not use Publisher and cannot accept Publisher files.

If there is a problem with your submitted ad (e.g. print quality, size, format, spelling), we will notify you as soon as possible.

*** PLEASE NOTE ***

For a basic layout with two (2) proofs, there will be no additional charge. Proofs are for the correction of errors, but do not include design details. We are not responsible for making improvements on images. Numerous and/or extensive changes may result in an additional charge of \$5 per change.

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