



**Editorial & Advertising**

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**Blogs:**

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<http://flowermarkethistory.com/blog>

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**Visit us at:** [www.BloominNews.com](http://www.BloominNews.com)

## Advertising Reservation & Contract

Advertiser/Company: \_\_\_\_\_

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

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

City, State & Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**Select Your Ad Size**

- Classified Ad (6 ads \$70/each; or \$80 one time only)
- 1/4 Page (6 ads \$150/each; or \$175 one time only)
- 1 Column (6 ads \$200/each; or \$235 one time only)
- 1/2 Page (6 ads \$350/each; or \$400 one time only)
- Full Page (6 ads \$525/each; or \$600 one time only)
- Inside Front Cover (6 ads \$725/each; or \$800 once)
- Inside Back Cover (6 ads \$625/each; or \$700 once)
- Back Page (3/4 page)(6 ads \$725/each; or \$800 once)  
(Back page currently not available)

**Select the issue(s) to Run Your Ad(s)  
(Space reservation deadlines as shown)\***

- January/February; *Space DL: Nov 15*
- March/April; *Space DL: Jan 15*
- May/June; *Space DL: Mar 15*
- July/August; *Space DL: May 15*
- September/October; *Space DL: Jul 15*
- November/December; *Space DL: Sep 15*
- All six issues**

*\*Rates are subject to change. Special positions are subject to availability.  
Please reserve your space by the deadline and submit materials within 10 days afterward.*

**Color:**

Our publication prints in **FULL COLOR at no extra charge**. Ad design is available for an additional fee of around \$50 (please contact us).

**If You Are Submitting Advertising Materials:**

- Ad material is enclosed with this document
- Will send (circle one): camera ready art or electronic files
- Request **FTP** instructions
- I have already arranged for ad design by the Bloomin' News artist

**Terms & Conditions**

This contract applies only to advertising in the print version of *The Bloomin' News* and has no connection or association with advertising in any other publication in print or online. The ad will run for the issue(s) you indicate above. We will notify you in advance of expiration of your contract. Ad prices are based on your providing good quality material. **You will be invoiced about 30 days after publication of each ad by Los Angeles Flower Market/ American Florists' Exchange. Accounts are expected to be paid within TEN days of receiving invoice** and are subject to a late charge and cancellation if not paid as scheduled. We appreciate your honoring this requirement with conscientious, timely payment.

\_\_\_\_\_  
Your Signature

\_\_\_\_\_  
Date

**\*Delivery Address if You Are Overnighting Materials to Us:**

Peggi Ridgway, 5682 Tahoe Circle, Buena Park, CA 90621  
For regular mail, please use: Bloomin' News, P.O. Box 218, Buena Park, CA 90621-0218

Let us know if you would like complimentary copies sent to anyone in your company.

***Thank you for advertising in The Bloomin' News!***