

Do you want to advertise your website, product or services on Food Fare?



Food Fare offers a simple advertising program whereby individuals or vendors can promote their web presence, products or services on the Food Fare website.

- **Text** (*two lines, up to ten words*): \$15.00 per month.
- **Image** (*gif or jpeg button no larger than 150x120*): \$25.00 per month.
- **Skyscraper image** (*gif or jpeg button no larger than 150x250*): \$35.00 per month.

At this time, we only offer ad placement on our Links page and in the sidebar columns of our online newsletters. Text ads will be of the same size and font of existing content as not to disrupt the current template design. In addition, ad images must not be larger than the designated space so as not to disrupt the current template design.

All payments for advertisements will be processed through PayPal.

To contact us about advertising on the Food Fare website, please visit our Contact page at: http://deborahotoole.com/FoodFare/contact.htm.

## **Advertising Policies**:

- Food Fare will not accept ad placement requests from clients who promote any forms of pornography, animal cruelty or prejudicial "hate" rhetoric based on gender, race, religion or political affiliation.
- Food Fare reserves the right to terminate advertising at any time for any reason.
- Food Fare reserves the right to label an ad as "Advertisement" if it cannot be easily distinguished from existing content.
- Products and/or services advertised by external organizations on the Food Fare website are in no way endorsed by Food Fare.

- Customer supplied artwork must adhere to any and all trademark and copyright laws.
- Advertiser branding, i.e., logo or name, must appear on all advertising.
- Text ads will be of the same size and font of existing content as not to disrupt the current template design.
- Ad images must not be larger than the designated space as to disrupt the current template design.
- Ads with white backgrounds must have a black 1×1 pixel border around the edge of the design.
- All advertisements that are accepted and incorporated into the Food Fare website are inserted on the representation that the advertiser and the agency are properly authorized to publish the entire contents and subject matter thereof. The advertiser and/or agency indemnify and hold harmless from and against any loss of expense arising out of publishing that advertisement, including, but without limitation, those resulting from claims or suits libel, violation of rights of privacy, plagiarism, and copyright infringement. The publisher reserves the right to reject, discontinue, or omit any advertisement or part thereof.
- Prepayment is required for all advertisements. Advertiser and/or advertiser agency are jointly and severally liable for such monies due and payable to publisher. All advertisement purchases are non-refundable. Advertiser and/or advertising agency may end an advertisement at any time during the contracted date; however, advertiser will not receive any refund for prepaid advertisements that Advertiser and/or advertising agency choose to cancel. Food Fare may terminate the agreement at any time. In the event that Food Fare terminates the agreement, Food Fare will issue a pro rata refund.
- Cancellations must be submitted in writing and received 10 business days prior to the date of publication on the Food Fare website.
- Advertiser and/or advertiser agency have read and understand the terms of this agreement, and have the authority to execute the same, and in doing so accept full responsibility for payment of advertising under the terms of this contract and the current rate.

## Ad Information:

- 1 ad for one month contract.
- 6 ads for 6-month contract.

## Submitted artwork: File size limits

- 150 × 120 20K (normal button).
- 150 × 250 15K (skyscraper ad).
- GIF or JPG file.
- Ads with white backgrounds must have a black 1×1 pixel border around the edge of the design.