



Going Dutch

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Nieuwe Duinweg 25
2587 AB Den Haag

E-mail: goingdutchads@gmail.com

ABN-AMRO: 51.99.10.206

Kamer van Koophandel Haaglanden #40409274

Phone: 070 350 60 07

Commercial Advertising - Information Packet & Contract

Introduction

Going Dutch is an English-language **full-color** magazine published September through May (8 issues per year) by the American Women's Club of The Hague. Our members are a combination of American, Dutch, British and other English-speaking nationalities. Circulation varies between 450-500 recipients per month, depending upon our membership and distribution efforts in the community. Advertisers will receive a free copy of every issue of the magazine in which their display ad appears. Half page and third page ads will always be landscape (horizontal) and full page and quarter page ads will always be portrait (vertical).

Display Ad Prices and Dimensions

<u>Ad size</u>	<u>Dimensions</u>	<u>Price per issue</u>
Full page	13 x 18 cm	€ 240
Half page	13 x 9 cm	€ 125
Third page	13 X 6 cm	€ 95
Quarter page	6 X 9 cm	€ 75

Layout fees:

- Ad design (or ads which require changes - includes 6% VAT) Please ask *Going Dutch* for quote at goingdutchads@gmail.com

Submissions of Digital Advertisements

PLEASE SUBMIT YOUR CAMERA-READY PDF OR JPEG AD to: goingdutchads@gmail.com

Sign completed contract and return to:

American Women's Club of The Hague

Att: Going Dutch Advertising Team

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Advertiser: _____

Mailing Address: _____

Telephone Number: _____

Fax Number: _____

Contact Person: _____

E-mail: _____

X month ad is to placed

___ September	___ October	___ November	___ December
___ Jan/ Feb	___ March	___ April	___ May/June

Size of ad	# of Issues	1 Issue rate	One-time fees	Total
Full Page (Portrait)		€240	-	
1/2 Page (Landscape)		€125	-	
1/3 Page (Landscape)		€95	-	
1/4 Page (Portrait)		€75	-	
Ad Design (if required)	Contact for Quote-	-		
Classified Mini-Ads:				
45 words		€15		
25 additional words		€8		

Please remit payment via funds transfer to: **ABN-AMRO 51.99.10.206**
Include the name of your business in the reference section.

Total amount due: €

Terms and Conditions

1. All advertising fees must be paid 30 days before your advertisement will appear in *Going Dutch*.
2. The American Women's Club of The Hague reserves the right to refuse or cancel any advertisement.

Deadlines

New **ad copy** must be received on or before the first of the month prior to the month in which it will be published. For example, the deadline for the April issue is March 1. Send copy of new ads to goingdutchads@gmail.com

Signature: _____

Date: _____