



MAGAZINE OF THE AMERICAN WOMEN'S CLUB OF THE HAGUE

Going Dutch

Nieuwe Duinweg 25

2587 AB The Hague

E-mail: commercialads.goingdutch@xs4all.nl

Phone: 070-350 60 07

Fax: 070-358 77 72

ABN-AMRO: 51.81.01.525

Kamer van Koophandel Haaglanden #40409274

Commercial Advertising - Information Packet & Contract

Introduction

Going Dutch is an English-language magazine published September through June (10 issues per year) by the American Women's Club of The Hague. The majority of our members are Americans or the spouses of Americans. Circulation varies between 300-400 recipients per month, depending upon our membership. Advertisers will receive a free copy of every issue of the magazine in which their ad appears.

Advertising Prices and Dimensions

<u>Ad size</u>	<u>Dimensions</u>	<u>Price per issue (3 issue minimum)</u>	<u>Price for 10 issues</u>
Outside cover (full)	13 X 18 cm	N/A	€ 1.995
Inside cover (full)	13 X 18 cm	N/A	€ 1.795
Full page	13 x 18 cm	€ 225	€ 1.650
Half page	13 x 9 cm	€ 120	€ 950
Third page	13 X 6 cm	€ 90	€ 695
Quarter page	6 X 9 cm	€ 70	€ 550

Printer's fees:

- One-time scan fee (for ALL new ads) € 8
- Ad design by our printer (or ads which require changes - includes 6% VAT)

<u>Ad size</u>	<u>Design fee</u>
Full page	€ 60
Half, Third or Quarter page	€ 41
Price per photo	€ 15

- Translation services (please contact our printer directly for information)

Submissions

- Please include a border around your ad to make it stand out from other ads and magazine text.

- PLEASE SUBMIT YOUR CAMERA-READY AD DIRECTLY TO OUR PRINTER:

STIMUKA DRUKKERIJ

- Street Address: De Bruyn Kopsstraat 10, 2288 ED Rijswijk (ZH)
- Post Address: Postbox 3030, 2280 GA Rijswijk (ZH)
- Telephone: +31 (0)70 390 62 22
- Fax: +31 (0)70 399 65 99
- Internet: www.stimuka.nl
- E-mail: stimuka@stimuka.nl
- ISDN easy transfer: +31 (0)70 307 03 08
- ISDN 4-sight: +31 (0)70 319 11 70

How to submit digital advertisements:

Layout made on APPLE MACINTOSH programs:

- Quark Xpress 5.0 • Adobe Pagemaker 6.5 • Adobe Illustrator 10.0 • Adobe Photoshop 7.0 • Freehand 8.0
- InDesign 2.0 (The printer works with the latest versions of the programs; older versions may also be used. However, you have to make clear which version you have used for the advertisement.)

Layout made on WINDOWS programs:

- Corel Draw - save as Adobe Illustrator (document name: .AI) or as EPS or TIFF-file (convert text into shapes)
- Adobe Illustrator Save as Adobe Illustrator for the Mac or as EPS or TIFF-file (convert text into shapes)
- Freehand - save as EPS file (convert texts into shapes)
 - Indesign -save as Adobe Indesign for the Mac
 - Quark Xpress - save as Quark Xpress for the Mac
- Text files - deliver in Microsoft Word, Word Perfect, or as ASCII text (included illustrations must be low resolution, and if possible, the original illustrations)
- Documents created with other programs than defined above: save as EPS or TIFF-file or contact the printer.

Delivery of digital files:

- Important: Include a HARD COPY of the latest version of the file (composite + color separated),
- provide a COLOR MODEL
- provide all used FONTS
- provide all used ILLUSTRATIONS
- indicate PMS-colors, if made out of 4 colors, mention values

Delivery on disks: (acceptable media / formats)

- CD-ROM disk
- 100, 250 MB Zip-disk
- 128, 230, 640 MB Optical Disc
- Floppy (PC or Mac formatted)

Delivery by ISDN modem or by E-mail:

- ISDN 4-sight manager: +31 (0)70 319 11 70 (important: first call, +31 (0)70 390 62 22, for awarding privileges!) • ISDN easy transfer 0031 70 307 03 08 (log in as 'gast')
- E-mail DTP department dtp@stimuka.nl.

IMPORTANT: The printer kindly asks you to send a color separated HARD COPY!!! For questions relating to submissions formats, contact the printer directly: +31 (0)70 390 62 22



MAGAZINE OF THE AMERICAN WOMEN'S CLUB OF THE HAGUE

GoingDutch

Nieuwe Duinweg 25
2587 AB The Hague

E-mail: commercialads.goingdutch@xs4all.nl

Phone: 070-350 60 07

Fax: 070-358 77 72

ABN-AMRO: 51.81.01.525

Kamer van Koophandel Haaglanden #40409274

Contract for Commercial Advertising

Date: _____

Company Name: _____

Contact Name: _____

Address: _____

Postal code & city: _____

Telephone number: _____ Fax number: _____

E-mail address: (important!) _____

Terms and Conditions

1. All advertising fees and printer's fees must be paid 30 days before your advertisement will appear in *Going Dutch*. If you sign a 10-issue contract, the entire amount is due before first publication of your ad.

2. Printer's fees are the amount the printer of *Going Dutch* charges to prepare, change or photograph an advertisement. There are different fees depending on whether the ad is: (1) camera ready (a crisp copy on premium gloss paper or on acetate film); or (2) prepared by the printer. Upon signing this contract you agree to pay the associated printer's fees. Since these fees are charged by the printer, they are subject to change.

3. All contracts will automatically be renewed via Accept Giro. Cancellation of any contract must be submitted in writing no less than 2 months prior to end of contract.

4. The American Women's Club of The Hague reserves the right to refuse or cancel any advertisement.

Deadlines

New ad copy must be received at our printer's office on or before the first of the month prior to the month in which it will be published. For example, the deadline for the September issue is August 1.

Type of contract and number of issues

Please specify the type of contract: (mark the box) ☒

__ Ten (10) issue contract: Starting Month = September Ending Month = June

(Please note: All ad contracts will now be renewed in June of each year.)

Size of Ad	Number of issues	Price for 10 issues	One-time fees	Totals
<input type="checkbox"/> Outside cover full page (if available)	10	€ 1995	-	
<input type="checkbox"/> Inside cover full page (if available)	10	€ 1795	-	
<input type="checkbox"/> Full page	10	€ 1650	-	
<input type="checkbox"/> Half page	10	€ 950	-	
<input type="checkbox"/> Third page	10	€ 695	-	
<input type="checkbox"/> Quarter page	10	€ 550	-	
One-time scan fee (required for NEW ads)	n/a	n/a	€ 8	
Ad design (if required) <input type="checkbox"/> Full page <input type="checkbox"/> Half, Third or Quarter page <input type="checkbox"/> Per photo			€ 60 € 41 € 15	
Total amount due Please remit payment via acceptgiro to: ABN-AMRO 51.81.01.525, and include the name of your business in the reference section. Please do not send cash or checks.				

(continued next page)

__ Per issue contract (3 issue minimum)

__ September	__ October	__ November	__ December	__ January
__ February	__ March	__ April	__ May	__ June

(Please note: We will do our best to begin running your ad when requested. However, we will not begin running any ad until completed contract has been returned, proof of payment received and ad approved.)

Size of Ad	Number of issues (3 min.)	Price per issue	One-time fees	Totals
__ Full page		€ 225	-	€
__ Half page		€ 120	-	€
__ Third page		€ 90	-	€
__ Quarter page		€ 70	-	€
One-time scan fee (required for NEW ads)	n/a	n/a	€ 8	€
Ad design (if required)				
__ Full page	n/a	n/a	€ 60	€
__ Half, Third or Quarter page	n/a	n/a	€ 41	€
__ Per photo	n/a	n/a	€ 15	€
Total amount due				€
Please remit payment via acceptgiro to: ABN-AMRO 51.81.01.525, and include the name of your business in the reference section.				
Please do not send cash or checks.				

Please complete, sign and return this contract to:

The American Women's Club of The Hague
Attn: Going Dutch Advertising Team
Nieuwe Duinweg 25
2587 AB The Hague