



# Going Dutch

## *Going Dutch*

Johan van Oldenbarneveltlaan 43  
2582 NJ Den Haag

E-mail: [goingdutchads@gmail.com](mailto:goingdutchads@gmail.com)

ABN-AMRO 43.14.21.757 IBAN : NL42ABNA0431421757

Kamer van Koophandel Haaglanden #40409274

## 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>	<u>Price for 8 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	€ 240	€ 1.675
Half page	13 x 9 cm	€ 125	€ 850
Third page	13 X 6 cm	€ 95	€ 650
Quarter page	6 X 9 cm	€ 75	€ 500

**\*Annual display ad contracts include a link on our website at no additional charge**

### Submissions of Digital Advertisements

**PLEASE SUBMIT YOUR CAMERA-READY PDF OR HI-RESOLUTION JPEG AD to: [goingdutchads@gmail.com](mailto:goingdutchads@gmail.com)**

Sign completed contract and email or mail to:

American Women's Club of The Hague

Att: Going Dutch Advertising Team

Johan van Oldenbarneveltlaan 43

2582 NJ Den Haag



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Advertiser: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

X month ad is to placed      8 issue Discount      All ad contracts will be renewed unless cancelled 2 months before end of contract

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

Size of ad	# of Issues	1 Issue rate	8-Issue rate*	One-time fees	Total
Back Cover Full Page	8	N/A	€1995	-	
Inside Cover Full Page	8	N/A	€1795	-	
Full Page		€240	€1675	-	
1/2 Page (Landscape)		€125	€850	-	
1/3 Page (Landscape)		€95	€650	-	
1/4 Page (Portrait)		€75	€500	-	
Ad Design (if required)	Contact for Quote-	-	-		
<b>Classified Mini-Ads:</b>					
45 words		€15	€110		
25 additional words		€8	€55		

Please remit payment via funds transfer to: ABN-AMRO 43.14.21.757

**Total amount due: €**

IBAN : NL42ABNA0431421757 Include the name of your business in the reference section.

**Terms and Conditions**

- All advertising fees must be paid 30 days before your advertisement will appear in *Going Dutch*. If you sign an 8-issue contract, the entire amount is due 30 days before first publication of your ad.
- All contracts will **automatically be renewed**. Cancellation of any contract must be submitted in writing no less than 2 months prior to end of contract.
- The American Women's Club of The Hague reserves the right to refuse or cancel any advertisement.
- \*Annual contracts for display ads include a link on our website at no additional charge (sorry, but Classified Mini-Ads do not qualify).

**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 September issue is 1 August. Send copy of new ads to [goingdutchads@gmail.com](mailto:goingdutchads@gmail.com)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_