



Going Dutch

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Johan van Oldenbarneveltlaan 43

2582 NJ Den Haag

E-mail: goingdutchads@gmail.com

ABN-AMRO IBAN : NL42ABNA0431421757

Kamer van Koophandel Haaglanden #40409274

Commercial Advertising - Information Packet & Contract

Introduction

Going Dutch is the American Women's Club of The Hague, English-language full-color magazine which is published 5 times per year (September, November, January, March and May). Our members are an international group of English-speaking women from all walks of life. They originate from the USA, UK, the Netherlands and numerous other countries around the world. Circulation is approximately 350 recipients per month, and the full online-version of our magazine receives over 1,000 views each month. Advertisers will receive a free copy of every issue of the magazine in which their display ad appears and a link to their website on our online issue. 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 5 issues</u>
Outside cover (full)	13 X 18 cm	€ 270	€ 1,250
Inside cover (full)	13 X 18 cm	€ 250	€ 1.120
Full page	13 x 18 cm	€ 240	€ 1.050
Half page	13 x 9 cm	€ 125	€ 530
Third page	13 X 6 cm	€ 95	€ 400
Quarter page	6 X 9 cm	€ 75	€ 315

Submissions of Digital Advertisements

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

Sign completed contract and email or mail to:

American Women's Club of The Hague

Att: Going Dutch Advertising Team

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Advertiser: _____

Mailing Address: _____

Telephone Number: _____

Contact Person: _____

Email: _____

X month ad is to placed 5 issue Discount All annual ad contracts will be renewed unless cancelled 2 months before end of contract

___ September	___ November	___ January	___ March	___ May
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Size of ad	1 Issue rate	5-Issue rate	Total
Back Cover Full Page	€270	€1250	
Inside Cover Full Page	€250	€1120	
Full Page	€240	€1050	
1/2 Page (Landscape)	€125	€530	
1/3 Page (Landscape)	€95	€400	
1/4 Page (Portrait)	€75	€315	
Classified Mini-Ads:			
45 words	€15	€70	
25 additional words	€8	€35	

Please remit payment to: ABN-AMRO IBAN : NL42ABNA0431421757

Total amount due: €

Terms and Conditions

1. All advertising fees must be paid 30 days before your advertisement will appear in *Going Dutch*. If you sign a 5-issue contract, the entire amount is due 30 days before first publication of your ad.
2. All annual contracts will **automatically be renewed**. Cancellation of any contract must be submitted in writing no less than 2 months prior to end of contract.
3. The American Women's Club of The Hague reserves the right to refuse or cancel any advertisement.
4. *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

Signature: _____

Date: _____