



WestSound
HOME | GARDEN | COMMUNITY

PO Box 1101 • Port Orchard, WA 98366-2962 • Office: 360-876-7900 • Fax: 360-895-2495

Advertising: dee@wetapple.com • Production: production@wetapple.com

wetapple.com • wsmag.net

(UPDATED 2024-01-18)

WSMAG.NET ONLINE ADVERTISING INFORMATION

AD TERMS

All prices shown are for **12-month contracts**. Add \$25/mo for all 6 month contracts. All ad positions display a total of 4 ads per page load, in random order, rotating every 10 seconds. (*Exception Note: The "Footer J" ad position on the WSMAG.NET website will rotate through 12 ads ROS.) Multiple ad spots can be purchased for exclusivity of each position. ROS stands for "Run Of Site" which signifies an ad position which is viewable on every page of the website. LONG signifies ad positions that appear on only longer (taller) pages of the site, such as all main article pages, some informational pages, and most survey pages. CAT signifies ads that appear only on one or more of the main category-pages of the site, and TAG is for ads that appear only on tag-pages of the site. Please view the website to get an idea how many ads appear on each online page type.

DIGITAL ADVERTISING STATISTICS (ANALYTICS)

With our exposure on Facebook, Twitter, and Pinterest social networks, YouTube, our website at wsmag.net, and our weekly email digests, WestSound Magazine receives over 165,000 overall online views per month!

SIZE & POSITION PRICING

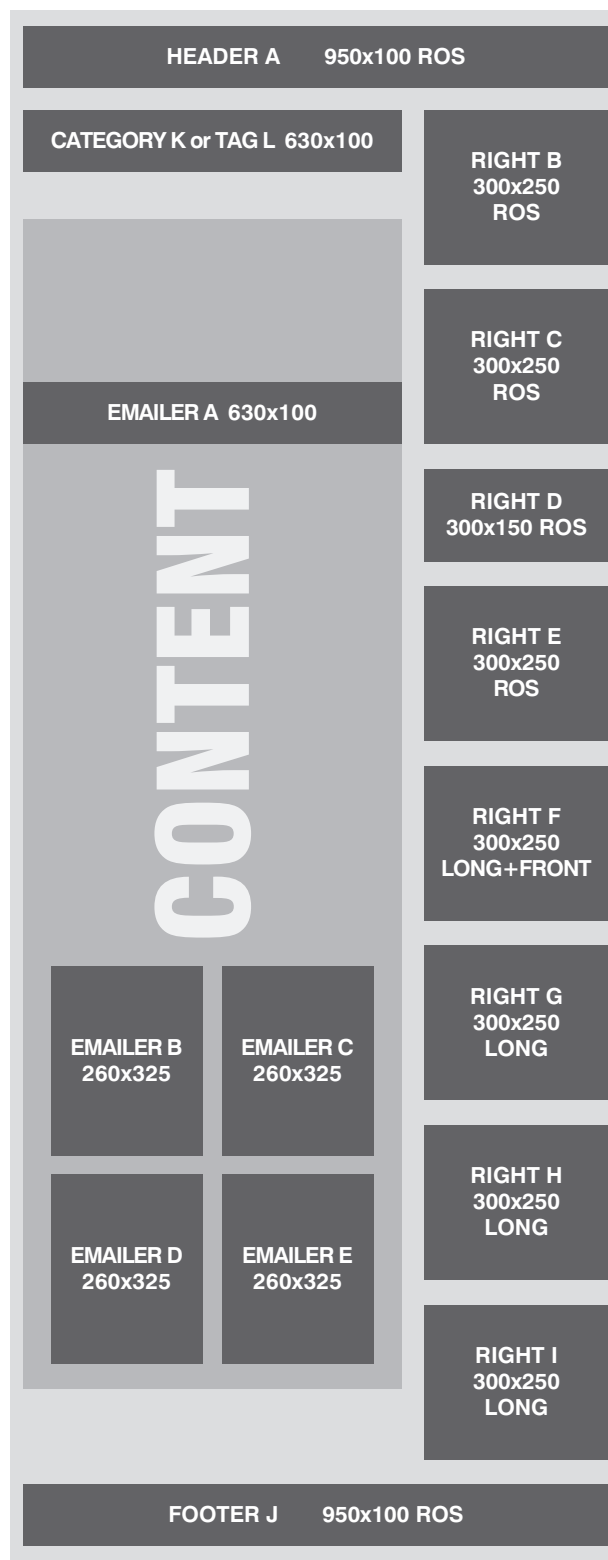
Header A (ROS 950x100) (retina:1900x200)	\$300/mo.
Right B (ROS 300x250) (retina:600x500)	\$250/mo.
Right C (ROS 300x250) (retina:600x500)	\$225/mo.
Right D (ROS 300x150) (retina:600x300)	\$100/mo.
Right E (LONG 300x250) (retina:600x500)	\$100/mo.
Right F (LONG 300x250) (retina:600x500)	\$100/mo.
Right G (LONG 300x250) (retina:600x500)	\$100/mo.
Right H (LONG 300x250) (retina:600x500)	\$50/mo.
Right I (LONG 300x250) (retina:600x500)	\$50/mo.
Footer J (ROS 950x100) (retina:1900x200)	\$100/mo.
Category K (CAT 630x100) (retina:1260x200)	\$100/mo.
Tag L (TAG 630x100) (retina:1260x200)	\$100/mo.
Mailer A (ROS 630x100) (retina:1260x200)	\$200/mo.
Mailer B,C,D,E (ROS 260x325) (retina:520x650) (or text & picture)	\$100/mo.

AD SPECIFICATIONS

Ads must be built to size in **pixels**. To take advantage of our new high-resolution retina device ad capability, **double** the pixel sizes listed above. Ads should be built in RGB color, in one of the following formats:

JPG • PNG • SVG • GIF (animated) • **HTML5** (code from host)

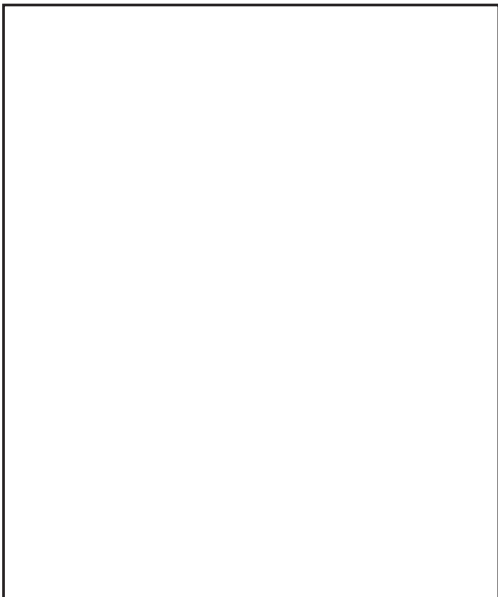
Ad size boxes can be viewed at their approximate size on the next page of this packet. You may use that page to mark up ad elements and sketch the "look & feel" of your ad for our team of designers to build if you aren't going to supply an ad yourself. Feel free to note colors, logo placement, text content, etc. If you are supplying your own ads, you may submit new ads up to once per month.



ONLINE AD SIZE AND DESIGN MARKUP

300x250

WSMAG.NET
RIGHT B, RIGHT C, RIGHT F, RIGHT G, RIGHT H, RIGHT I



300x150

WSMAG.NET
RIGHT D



260x325

WSMAG.NET
EMAILER B, C, D, E



630x100

WSMAG.NET
CATEGORY K, TAG L, EMAILER A



950x100

WSMAG.NET
HEADER A, FOOTER J





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ONLINE ADVERTISING AGREEMENT

BILLING

- All online advertising will be billed on a monthly basis upon placement.
- Advertiser shall at all times be liable for all monies due and payable to Wet Apple Media. (dba WestSound Magazine).
- Online ads include any advertisements appearing on the WSMAG.NET website or mobile website or the WestSound Digest Emailers.

TERMS AND CONDITIONS

- Wet Apple Media reserves the right to refuse any online ad that may be misleading, objectionable or not in keeping with their online publication standards.
- If new rates are announced, the advertiser will be protected at contract rates for the period of the contract.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- Advertiser shall at all times defend, indemnify and hold harmless Wet Apple Media and its officers, directors, shareholders, employees, accountants, attorneys, agents, affiliates, subsidiaries, successors, and assigns from and against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to the content of Advertiser's advertisements served by Wet Apple Media pursuant to this Agreement and/or any materials to which users can link through those advertisements.
- Contract and/or insertion order must correspond with the current rate schedule, and any ad received for publication will be charged under the terms of the effective rates and condition.
- All contracts must be in writing, and any changes in specifications must be received prior to posting.

Size/Position _____ Start Date _____ for ☐ 6 mo. ☐ 12 mo. ☐ continuous at a monthly rate of \$ _____

Advertiser Signature _____ Company Name: _____
Phone: _____ Email: _____

CREDIT CARD AUTHORIZATION

I, _____ hereby authorize Wet Apple Inc. to bill my credit card for the charges as indicated above.

Credit Card Number: _____ CVV#: _____ Expiration Date: _____ / _____

Name and/or Company Name on Credit Card: _____

CREDIT CARD STATEMENT BILLING ADDRESS

Street: _____

City: _____ State: _____ Zip: _____

- ☐ This is a one-time credit card billing authorization
☐ This is a contractual (repeating) billing authorization

I understand and agree that any and all charges made to my credit card will be transmitted electronically. An invoice showing payment by credit card will be sent.