



**THE  
DOUBLE  
REED**

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**Continuing Advertising Contract**

**Continuing advertisements are ads placed without time limitation until cancelled in writing.** Such ads qualify\*\* for annual billing on or about November 15 and a 10% cash discount for payment postmarked within 30 days of invoice date. The ad may be changed and additional short-term ads of the same or smaller size may be ordered and also qualify for annual billing terms as long as the largest ad size continues without interruption in every issue.

\*\* Subject to credit approval

**Starting date of contract:** \_\_\_\_\_

**ADVERTISER** (as will appear in **Index of Advertisers**)

**AGENT** (if other than Advertiser)

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

FAX: \_\_\_\_\_

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

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

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

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

**Please reserve the following space:**

**COLOR**

**BLACK AND WHITE**

**REGULAR RATE**

**DONOR RATE**

**REGULAR RATE**

**DONOR RATE**

Full Page

Full Page

Full Page

Full Page

Half Page

Half Page

Half Page

Half Page

Quarter Page

Quarter Page

Quarter Page

Quarter Page

Eighth Page

Eighth Page

*\*Donor rates apply only to IDRS members who maintain membership at Donor, Patron, or Benefactor level.*

**ARTWORK TO BE SENT:** (Please refer to the IDRS rate card for mechanical requirements.)

via FTP file transfer

via E-mail or street address above

**FTP Instructons:** An FTP client such as CoreFTP (for Windows) or Cyberduck (for Mac) is required for access to the IDRS advertisers FTP server. Please enter the following information into your FTP client:

Host name or Server: 76.160.227.89

Username: idrs

Password: Q4vReD6w (this is case sensitive)

Port: 21 (this is the default setting for most clients)

Path or directory: /advertisers

Once logged in, a folder named with the upcoming volume and issue number will be visible. You may then copy your files into this folder.

**Special Instructions / Alterations to previously run ad:**