



2025 Bellalago Beacon Advertising Contract

Table with 9 columns: Number of Quarterly Editions Advertising, 1, 2, Total for 2, 3, Total for 3, 4, Total for 4, Premium Position. Rows include 1/8 page, 1/4 page, 1/2 page, and Full Page specifications and prices.

Premium Positions: 1st Page Ad Section (\$215); Inside Back Cover-Left (\$200); Inside Back Cover (\$235). PLEASE NOTE: THE BACK COVER IS NOT AVAILABLE FOR PURCHASE. Premium Position prices are one time fees added to price of the ad contract.

Notices: Completed contract and payment must be received by the first week of the month prior to the publication month. All deadlines can be found on page 3. Only approved display ads that meet the size and material specifications as listed will be accepted.

Materials Specifications and Policies: Print-Ready Ad files should be submitted via email to bellalago@overflowdg.com. Ads must be built to exact ad size specifications. Overflow/Bellalago does NOT create the ads.

Payments/Rate Policy: Advertisements must be paid in full, in advance, prior to publication (deadlines listed on page 3). No agency discounts. Payment can be made via check, money order or cashier's check, made payable to Bellalago Club.

Cancellation: Overflow/Bellalago may cancel the ad contract with 10 days written notice to Company, due to printing deadlines. Company may only cancel the contract with 45 days written notice to Overflow/Bellalago.

Company Name: _____ Phone: _____
Company Address: _____ Cell: _____
City, State, Zip: _____ Email: _____

Ad (Circle): Emailed On File Tear Sheet (Circle): Mail Email
Ad Size (Circle): Full Page [Premium Position: Y N] 1/2 1/4 1/8
Length of Run (Circle): 1 issue 2 issues 3 issues 4 issues

Ad Cost Per Issue: _____ Premium Position Cost: _____ Total Due: _____

I agree to the terms and costs as outlined above and understand that emailed ads are not guaranteed for publication or appearance.

Name: _____ Printed Signature Date

For Office Use Only
Date Received: _____
Paid: _____
Check # _____
Check Date: _____
Database Deposit
Artwork Entered By: _____
File Type:
JPEG PDF
TIF Other
Converted:
PSD AI

Ad Run:
Start: _____ End: _____

Notes:



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Submission

- Deadline for the ad submission is the first business day of the month prior to publication.
- No ads pertaining to death, immoral activity or activity of a questionable nature will be accepted.
- Once contract and payment have been received, your ad will be placed in the next available publication, or the publication month's requested, if available.

General

- Bellalago/Overflow reserves the right to refuse any ad for any reason. All ads are subject to Club & HOA Board approval.
- Bellalago does not guarantee any work or claims made by advertisers. Publication does not constitute an endorsement or approval of goods or services advertised herein by Bellalago.
- Rates are subject to change without notice.
- Premium positions are available for full page advertisements only.
- Inclusion or insertion of political campaign materials in this newsletter does not constitute an endorsement by Bellalago. All such ads must be approved by Bellalago Club Management and the HOA Board.
- Ad pages are limited to a 50% ratio, as they cannot outnumber editorial pages. Ad pages will be confined to the second half of the publication.

Errors & Omissions

- If ad is omitted due to fault of Overflow or Bellalago staff, "make-good" ad credit or refund of ad price for the issue omitted will be extended. No compensation for potential lost business will be made under any circumstances.
- No compensation will be made for errors made by advertisers.
- Advertisers are responsible for submitting their print-ready ad artwork by the published deadline for each month of the contract, or the previous ad on file will continue to run. **Bellalago staff does not create the advertisements, nor makes changes to existing ads, and is not responsible for ads running with outdated information, if advertiser does not submit updated ad artwork by the deadline.**

Bellalago Resident Discount

- A discounted rate of 50% off one issue ad price of \$110 will be extended to Bellalago residents for 1/8 page advertisements only. The total cost is \$60 per edition. All other ad sizes are at the prevailing rates listed in the chart on page 1.
- Discounted ads will account for no more than 25% of total advertisements per issue. Once the limit has been reached, the resident may take the next available issue (under 25%) or purchase an advertisement at full price.
- Ads of different sizes are at the prevailing rates.
- Residents may run only one discounted business card size ad per issue, per phone number and/or address. If a second ad with the same phone number and/or address is requested, the non-resident rates will apply.
- Resident advertisers will not receive a separate tear sheet as they receive a copy of the entire newsletter.

Name: _____

PrintedSignatureDate



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The chart below represents when advertising space will be available for individual purchase. Submission of contract and payment by the deadline listed does not guarantee placement in a particular month if advertising space is sold out.

Advertising Issue	Last Day to Submit Contract and Payment	Ad Artwork Deadline
1st Quarter (January-March) 2025	December 5, 2024	December 12, 2024
2nd Quarter (April-June) 2025	March 5, 2025	March 12, 2025
3rd Quarter (July-September) 2025	June 5, 2025	June 12, 2025
4th Quarter (October-December) 2025	September 5, 2025	September 12, 2025
1st Quarter (January-March) 2026	December 5, 2026	December 12, 2025
2nd Quarter (April-June) 2026	March 5, 2026	March 12, 2026

All Submissions Must Include:

- **Completed Contract** emailed to bellalago@overflowdg.com
- **Payment: Check, Money Order or Cashier's Check Only - *Made Out to Avatar Properties Inc, Bellalago Club***
- **Print-Ready Ad Artwork** emailed to bellalago@overflowdg.com

Mailing Address:

Overflow Design Group
Attn: Amanda Wright
19046 Bruce B. Downs Blvd., #1066
Tampa, FL 33647