



# ADVERTISING CONTRACT 2008

GEORGIA SCHOOL  
NUTRITION ASSOCIATION



Company Name \_\_\_\_\_

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

Street Address \_\_\_\_\_

Area Code \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Payment enclosed

Please send me an invoice

### AD SIZES AND RATES

Fall Winter

1x 2x

<input type="checkbox"/> Back cover, 4 color	\$1190	\$1134
<input type="checkbox"/> Inside front cover, 4 color	\$1122	\$1065
<input type="checkbox"/> Inside front cover, B/W	\$909	\$800
<input type="checkbox"/> Inside back cover, 4 color	\$1053	\$1036
<input type="checkbox"/> Inside back cover, B/W	\$795	\$660
<input type="checkbox"/> Full page, 4 color	\$778	\$738
<input type="checkbox"/> Full page, B/W	\$546	\$519
<input type="checkbox"/> 1/2 page, 4 color	\$467	\$435
<input type="checkbox"/> 1/2 page, B/W	\$346	\$329
<input type="checkbox"/> 1/4 page, B/W	\$228	\$216
<input type="checkbox"/> Business Card B/W	\$172	\$162

### CAMERA READY REQUIREMENTS

Must be provided in same size, camera-ready form, either velox prints or negatives. Color separations are necessary for all color art. Single-piece color proof, color keys or progressive proofs must accompany supplied separations for 4-color process. 150-line screen negatives preferred; right-reading, emulsion side down. Email files are also acceptable. Call the number below for specifications.

### COPY ACCEPTANCE

All advertising is subject to publisher's approval. Publishing reserves the right to reject advertising not in keeping with the publication's standards. Copy from previous insertions will be run if new copy is not received by closing date

### TERMS

Rates are net; advertising agencies should add commission to the rate. Advertisers and agencies will be jointly held responsible for unpaid bills. On the 61st day of nonpayment, contract will be canceled and no further advertising will run until account is paid in full. Contracts may be terminated by either party on 60 days advance written notice. Back cover, inside front cover, and inside back cover positioning will be given to the companies that remit payment with contract on a first received basis. All other positioning is to the discretion of the layout designer.

### MAILING AND SHIPPING INSTRUCTIONS

Return this signed contract and all advertising materials to:  
Plus One Media, Inc. 2152 Tanglewood Road  
Decatur, Georgia 30033 404-325-0558 404-325-1690 - Fax  
email: plusone@plusonemedia.com

Checks payable to Georgia School Nutrition Association

RATE \_\_\_\_\_

Rates are per insertion.

Guaranteed Positions - available at 10% premium  
Business Reply Cards and Preprinted distribution are available.

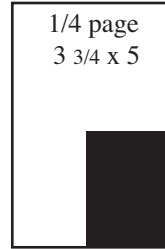
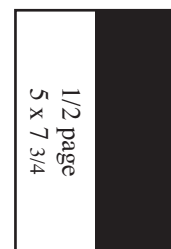
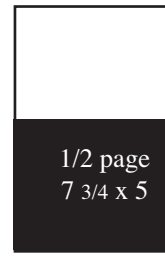
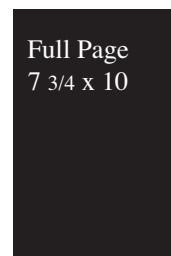
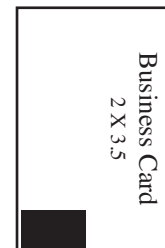
<u>Issue</u>	<u>Reservation</u>	<u>Artwork Due</u>	<u>Publish</u>
Fall	July 30	July 30	September 8
Winter	October 15	October 15	December 1

GEORGIA GEMS is the official professional journal of the Georgia School Nutrition Association. With a potential expenditure of over 180 million dollars in food and supplies for the current school year, school food service in Georgia becomes a very lucrative market for industry. GEORGIA GEMS is published **twice** each school year and is considered one of the top state publications for school food service associations in the United States. *Georgia Gems* has a circulation of **7,000** which includes school food service professionals.

Please insert the enclosed advertising materials in *Georgia Gems*. I have indicated on this contract the position, size and color of my ad. I agree to the terms and conditions as described in this contract and signify my agreement by signing and dating this contract.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_



# **7,000 Members of the Georgia School Nutrition Association Know that School Lunch and Breakfast is BIG business in Georgia**

Over 1,160,000 lunches and 470,000 breakfasts are served each day in Georgia schools. Georgia School Nutrition members are dedicated to serving the nutritional needs of Georgia's school children.

## **Breakfast Facts:**

85% of districts offer breakfast in 100% of their schools.

379 schools demonstrated their belief in the Breakfast Program by opting to provide breakfast at no cost to all students.

Average cost of producing a breakfast (labor, food, equipment and overhead) is \$1.45.  
Student breakfast price ranges from 25 cents to \$1.50.

Average number of breakfasts served daily is 473,055.

## **Lunch Facts:**

100% of public schools offer lunch under the National School Lunch Act.

75% of students in attendance participate in lunch.

Average cost of producing a lunch (labor, food, equipment and overhead) is \$2.22.

Students lunch price ranges from 60 cents to \$3.00

Average number of lunches served daily is 1,165,293.



**Georgia School  
Nutrition Association**

*Building Healthy Children,  
Ready to Learn*