

White Star Publishing / Coin Laundry News  
PO Box 2175 \* Sun City, CA. 92586  
(951) 301-7644 / (951) 301-7643  
[www.clnews.net](http://www.clnews.net) / [news@clnews.net](mailto:news@clnews.net)

### Insertion Order

Company Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Billing Contact: \_\_\_\_\_  
Sales / Marketing Contact: \_\_\_\_\_

Ad type: Full Page Color \_\_\_\_\_ Half Page Color \_\_\_\_\_ Full Page B&W \_\_\_\_\_  
Half Page B&W \_\_\_\_\_ 1/4 Page B&W \_\_\_\_\_ 1/8 Page B&W \_\_\_\_\_  
Other \_\_\_\_\_ Classified \_\_\_\_\_ (inches) \_\_\_\_\_  
Placement: Back Cover \_\_\_\_\_ Inside Cover (F/B) \_\_\_\_\_ Center(Double) \_\_\_\_\_  
Ad Begins (month): \_\_\_\_\_ Ad Ends (month): \_\_\_\_\_  
Special Instructions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please Note: Ads must be received by the last working day of the month prior to the month of insertion. (example: an ad that is set to run in our July issue must be received on the last working day in the month of May.)

### Terms & Conditions

Ad Content: White Star Publishing reserves the right to refuse any ad material that it deems inappropriate for our publication.

Cancellation: In general, all ads except those run for special events, used equipment sales and the like are automatically renewed and run unless cancelled or otherwise modified by this insertion order.

Placement: In general, specific ad placement is not guaranteed, except for special placements such as the Center Double Truck, Inside Covers, and Back Cover. Commitments made for special placements must be adhered to, and may be billed according to this insertion order even when an ad does not run due to circumstances caused by the *advertiser*. Ads other than special placement ads may be moved from month to month depending upon editorial and advertising content of a particular month's issue.

Finance  
Charges:

Terms for White Star Publishing and The Coin Laundry News are **NET 30 days**.  
Discounts for insertion quantity are based on invoices being paid in accordance with our terms. Invoices paid after 30 days *may* be reassessed at the next higher rate on the pricing grid, and invoices not paid within 60 days are not qualified for insertion quantity discount and *will* be re-invoiced at the base, 1-2 times rate.

CL News does not offer agency discounts. All pricing shall be as stated in our pricing grid and insertion order form. CL News does offer discounts for prepaid advertising. Please contact us for details.

Litigation: Any litigation resulting from billing or other issues will be settled in a California Court in Riverside County, California.

CL News Rate Guide

<b>CL News 2010 Rate Schedule</b>				
<i>Number of insertions per year</i>	<b>1-2 times</b>	<b>3-5 times</b>	<b>6-11 times</b>	<b>12 times</b>
<b>Black &amp; White Ad Rates</b>				
Full Page B & W	\$800.00	\$745.00	\$735.00	\$675.00
Half Page B & W	\$520.00	\$400.00	\$375.00	\$355.00
Quarter Page B & W	\$315.00	\$275.00	\$250.00	\$228.00
Eighth Page B & W	\$255.00	\$200.00	\$175.00	\$157.00
<b>Spot Colors</b>				
Add for One Spot Color	\$180.00	\$180.00	\$180.00	\$175.00
Add for Two Spot Colors	\$250.00	\$240.00	\$230.00	\$250.00
<b>Color Ads</b>				
Center Double Truck	\$4,250.00	\$4,000.00	\$3,750.00	\$3,500.00
Alternate Placement Double Truck	\$4,000.00	\$3,750.00	\$3,500.00	\$3,250.00
Back Page				\$2,000.00
Inside Cover (front or back)				\$1,900.00
Full Page Color	\$2,000.00	\$1,850.00	\$1,775.00	\$1,690.00
Half Page Color	\$1,050.00	\$1,025.00	\$1,000.00	\$975.00
Quarter Page Color	\$550.00	\$525.00	\$500.00	\$477.00
Eighth Page Color	N/A	N/A	N/A	N/A
<b>Classified Ads</b>				
B & W Classified (per column inch)	\$40.00	\$40.00	\$40.00	\$40.00
Color Classified (per column inch)	\$60.00	\$60.00	\$60.00	\$60.00

Notes: Prepaid discounts available

Signed Insertion Orders are required in most cases for ads other than Classified

*All invoices over 60 days Past Due will forfeit insertion quantity and other discounts.*

Ad Copy should be e-mailed as Adobe Acrobat PDF files, CMYK Color or Grayscale with at least a 300 dpi resolution. **Ad copy files should be e-mailed to: [CLNews1@verizon.net](mailto:CLNews1@verizon.net)**

Please contact the CL News staff for questions regarding your advertisement, billing or this insertion order.

Also please note: Advertisements prepared by the advertiser should be submitted in a suitable format such as Adobe PhotoShop, Adobe Acrobat, PageMaker, InDesign or Quark. Adobe Illustrator files can usually be accepted as well. If you are not sure, please call us. Also please note that larger files should be supplied on a CD-ROM or DVD. Smaller ads may be e-mailed to: [clnews1@verizon.net](mailto:clnews1@verizon.net). Ads containing graphics, especially photographic art, should be supplied at a resolution of 300 dpi or higher. CL News will transmit proofs back for your approval prior to insertion, unless otherwise agreed upon. Ad material submitted can be returned upon request.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

To be completed by CL News:

Special Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_