

**ADVERTISING CONTRACT  
FOR CCPS ACTIVITIES GUIDE  
FALL 2016**

The activities guide will be published three times during the school year 2016-17: Fall, 2016; Winter, 2016; and Spring, 2017. If you advertise for just the Fall issue, your rate is as shown below. If you advertise for all 3 issues, you may take a 15% discount on open rate.

AD SIZE	FALL ONLY	3 ISSUES
<input type="checkbox"/> BACK COVER	\$2500	\$2125 PER
<input type="checkbox"/> FULL PAGE: page 8	\$2000	\$1700 PER
<input type="checkbox"/> FULL PAGE: page 9	\$2000	\$1700 PER
<input type="checkbox"/> 1/4 PAGE:	\$1000	\$850 PER

**AD SIZES:**

Full Page: 7.25 x 9.5    1/4 Page: .....7.25 x 2.25

All ads must be sent as a PDF file, be sure you embed fonts and artwork when making your PDF. Files should have a resolution of 300dpi for all artwork and photos. Include a 1/4 inch bleed on all ads that bleed but be sure all critical areas are at least 1/2 inch from edge. We are not responsible for typographical errors or other mistakes due to errors you make in file preparation. Ads should be emailed to: info@neafamily.com. If your file is too large to email please contact us for FTP instructions.

**Restrictions on Advertising:** The three (3) issues of the Neapolitan Family Collier County Community Youth and Family Educational Activities and Programs Guide provide a community service to share community program information for all Collier County Public School Students and their parents. Advertisements should meet the substantive criteria set out in school board policy 97001.01 (took out "shall be permitted"). All advertising shall include no more than the name, phone number and e-mail or website address of the advertiser, a visual approved in accordance with this policy, and a short message that is limited to the advertising of goods, services or events and/or expressing the advertiser's support of the District's schools, students and/or programs. All advertisements must comply with all requirements of the policy, including content restrictions and prior approval requirements. Advertising shall not:

- A. be false, deceptive or misleading;
- B. promote unlawful or illegal goods or services;
- C. imply or declare an endorsement by the District, staff or students, of any goods or services;
- D. promote or encourage the violation of any school rules or District policies;
- E. create a disruption in the school environment or inhibit the functioning of any school;
- F. promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, gambling aids, violence, hatred, sexual conduct or sexually explicit material, X or R-rated movies;
- G. contain threatening, harassing or discriminatory language;
- Nor shall any advertisement contain material that demeans or disparages an individual, group of individuals or entity.
- H. promote escort services, dating services or adult entertainment businesses;
- I. discriminate on the basis of race, color, national origin, religion, sex, disability or age, and must be age appropriate;
- J. contain nudity, sexual or indecent behavior or implication;
- K. promote , political candidates or ballot initiatives, nor shall it be a forum for debate involving a particular political, social economic, religious, or personal position;
- L. in any way pertain to reproductive health services or products;
- M. be from any person or entity that has active bid submission or proposal for work with the District;
- N. contain any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal;
- O. pertain to any entity, or any entity's owners, operators, or manager that are currently under criminal prosecution or have been convicted of criminal activity.

Business/Organization \_\_\_\_\_

Business Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Billing Contact \_\_\_\_\_

Email \_\_\_\_\_

Special Requests: \_\_\_\_\_

PO # \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration \_\_\_\_\_ Sec. Code \_\_\_\_\_

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

By signing this contract you agree to make each payment upon receipt of invoice and adhere to all deadlines as indicated. You also agree to pay any costs associated with collection of monies due Neapolitan Family, LLC. A finance charge of 5% will be added to any payment that is 30 days or more late.

PLEASE NOTE: The full amount of the entire contract is due and payable if advertiser chooses to withdraw ad from the publication. No refunds will be made for prepaid contracts if advertiser chooses to withdraw ad before contract ends.