



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

Contact: \_\_\_\_\_

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

Day Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_ I require ad design services\*: Y / N

**\*Beginning in 2025, there is a charge for ads we design:** \$20 for ads up to \$70, \$35 for ads costing more than \$70. If you submit a **camera-ready ad** that requires changes (size, resolution), to fit our specs, we will ask you to adjust it. If we make the change at your request, and if we're able to, the cost will be \$20/\$35, per the above. **Ads we design** needing minor changes (such as hours) **will not** be charged another fee.

You agree to place ads in our upcoming issues. **Please circle issue dates that apply.**

ISSUES	AD MATERIALS DUE:	PRESS RELEASES DUE:
Jan. 8	Dec. 23	Dec. 16
March 12	Feb. 26	Feb. 19
May 21	May 7	April 30
June 25 (holiday issue)	June 11	May 27
July 16	June 30	June 24
Aug. 6	July 23	July 16
Aug. 27 (holiday issue)	Aug. 13	Aug. 6
Sept. 17	Aug. 29	Aug. 22
Oct. 15	Oct. 1	Sept. 24
Nov. 26 (holiday issue)	Nov. 6	Oct. 31

Size: \_\_\_\_\_ Rate\*: \_\_\_\_\_ Design Charge: \_\_\_\_\_ # of issues: \_\_\_\_\_

Total Due: \$ \_\_\_\_\_ **\*Take \$5 OFF per ad** when 2025 ad insertions are paid in full by 12/31/24.

**Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_  
Please also print your name far below if it's different from the contact.

**\*\*Please take a photo of or scan your agreement as your reminder of ad due dates.**

Please make your check payable to: **FRESHWATER PLANET, LLC** and mail to:  
Freshwater Reporter, PO Box 188, Manistee, MI 49660