

	Location / Ad Position	Rate Per Period	Dimensions (w x h)
<b>ONLINE</b> servedaily.com	Leaderboard	\$175 / month	728 x 90 pixels
	Rectangle High	\$175 / month	300 x 250 pixels
	Ticker	\$150 / month	325 x 68 pixels
	Half Page	\$125 / month	300 x 600 pixels
	Billboard	\$125 / month	970 x 250 pixels
	Rectangle Mid Rectangle Low	\$100 / month \$75 / month	300 x 250 pixels 300 x 250 pixels
<b>EMAIL</b>	Top Sponsor	\$150 / month	650 x 150 pixels
	Middle Sponsor	\$125 / month	650 x 150 pixels
	Bottom Sponsor	\$100 / month	650 x 150 pixels
<b>SOCIAL MEDIA</b>	Facebook (Image or Video)	\$50 / post	400 Characters
	Twitter	\$50 / post	110 Characters
	Instagram	\$50 / post	200 Characters
<b>GUIDE</b> utah.guide	Featured Listing	\$100 / month	
	Guide Listing	\$20 / month	
<b>COUPON</b> servedaily.com/coupons	Coupon	\$50 / month	
	Featured Coupon	\$25 / month add	
	Additional Coupon	Inquire	

### PHOTO PACKAGE | STARTING AT \$100

RK Creative Studio will provide up to 12 edited images for use by SD.

- Group / Employee Shot
- Product / Service Shot
- Location Shot

### VIDEO PACKAGE | STARTING AT \$350

Up to three 30 second - 2 minute videos for publication on the Serve Daily YouTube Channel. Video's may be shared on your social network and website. Videos will be used on your Guide Listing if applicable.

- Introduce yourself
- Show your product

Size & Dimensions (w x h)	12 Month Rate	6 Month Rate	1 Month Rate
<b>FULL PAGE</b> Vertical 9.75 X 11 inches	<b>\$980</b>	<b>\$1120</b>	<b>\$1380</b>
<b>HALF PAGE</b> Vertical 4.8 x 10.8 inches Horizontal 9.75 x 5.34 inches	<b>\$500</b>	<b>\$570</b>	<b>\$705</b>
<b>QUARTER PAGE</b> Vertical 2.33 x 10.8 inches Horizontal 9.75 x 2.61 inches Quarter Block 4.8 x 5.34 inches	<b>\$260</b>	<b>\$295</b>	<b>\$370</b>
<b>EIGHTH PAGE</b> Vertical 2.33 x 5.34 inches Horizontal 4.8 x 2.61 inches	<b>\$140</b>	<b>\$160</b>	<b>\$200</b>
<b>SIXTEENTH PAGE (or Business Card)</b> Vertical 2.33 x 2.61 inches Horizontal 3.15 x 2 inches	<b>\$100</b>	<b>\$115</b>	<b>\$140</b>

Serve Daily is based on 4 Columns. Column widths as follows: 1 Col. 2.33", 2 Col. 4.8", 3 Col. 7.275", 4 Col. 9.75". All ads are full color. No discount available for black & white ads. Rates shown are per month. Variations to ad run must be approved by publisher. Ask for details.

### POSITIONING |

20% surcharge to guarantee position  
Front Banner: \$500 per insertion (9.75" x 1.67")  
Back Page: \$1,200 per insertion  
Double Truck: \$1,500 per insertion (20" x 11")

### INSERTS |

8.5" x 11", double sided, FULL COLOR  
Min Insert Size 4" x 6" Max Insert Size 10" x 11"  
\$50 Per 1000  
Requires artwork 2 weeks prior to publication.  
Minimum distribution is current full run.  
Save when you team up with another company!

### STICKY NOTES |

Includes a FULL COLOR printed removable sticker (3" x 2.375") placed on the front page of the paper.  
\$60 Per 1000  
Requires artwork 3 weeks prior to publication.  
Minimum distribution is current full run.

**Join our SMS COUPON CLUB, text "coupons" to 63975.**

MSG & Data Rates May Apply. Text "STOP" to end, "HELP" for help. Up to 8 msg/mo. Privacy Policy at servedaily.com/sms

*Serving the Community for over 7 years*

**HAVE YOU SERVED SOMEONE TODAY?**

**serve  daily**

*Your Source for Information and Inspiration*

# deadlines & terms

**DEADLINES 5 PM THURSDAY** | Space reservation & camera-ready artwork deadline for monthly display advertising is **5 pm one week prior** to publication date. See schedule at [servedaily.com/pricing](http://servedaily.com/pricing).

**CONDITIONS** | All advertising orders are accepted subject to the terms, provisions and rates on the rate card and require a signature on a Serve Daily advertising agreement. The forwarding of an order by advertiser or advertiser's authorized representative is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.

**DISTRIBUTION |**  
Press Run: 13,000 & Growing  
Where: Utah County  
Over 150 locations  
[servedaily.com/distribution](http://servedaily.com/distribution)  
When: First Thursday  
Online: ServeDaily.com

**PRINT AD REQUIREMENTS |**  
Black should be 0% Cyan, 0% Magenta, 0% Yellow and 100% Black.  
File Type: PDF  
DPI: 300  
Color Mode: CMYK  
Dimensions: Exact, Camera Ready, No Cut Lines, No Bleed Lines  
Submit: Via email

**DIGITAL AD REQUIREMENTS |**  
File Type: JPEG, PNG  
DPI: 72  
Color Mode: RGB  
Dimensions: Exact, Camera Ready, No Cut Lines, No Bleed Lines  
Submit: Via email

## DESIGN SERVICES | \$50 hour (prices applicable for all services)

Email your logo/graphics/images, content, preferred fonts/colors, and a mock layout if available. A proof will be created and emailed to you for approval. Notify us of ALL changes you would like. Changes will be made and a final proof will be sent for approval. Additional changes will require additional charge. Searching for or creating graphics counts as time towards design time. Advertiser will be billed for any art files downloaded or created.

**TERMS** | All rates are based on consecutive month schedules. Frequency discounts are granted only to contract advertisers and are in no case retroactive. All advertising is subject to the publisher's approval regarding text, illustration and character. Publisher reserves the right to reject any ad or agreement. We reserve the right to insert above and below any copy the words "paid advertisement". Publisher reserves the right to change advertising rates and conditions set forth on the rate card at any time. Current agreements remain in effect. Ads are due one week prior to publication date. It is understood we may use the prior months ad if no ad is submitted and expiration dates, if applicable, will be adjusted to be valid for up to the next 45 days from publication date.

**PAYMENT & CANCELLATION POLICIES** | Payment in advance of publication is required for all first-time advertisers for at least the first three insertions. Credit may be extended only after a fully completed and signed credit card application is received and approved. All out-of-state, non-agencies must pre-pay for Serve Daily advertising. Only the publisher may waive credit restrictions. Advertisers that cancel agreements will be charged 50% of the remaining agreement terms. No refunds. Invoices are due and payable upon receipt. Finance charge/Late Payment is \$25 per month.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and for which advertising was published. It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense, or other liability resulting from any claims or suit filed for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement. Advertiser's assign to Serve Daily title, right and copyright interests to all layouts which represent the creative effort of Serve Daily in illustration, labor, composition or material and may not authorize any reproduction of such advertising without the consent of Serve Daily.

# agreement

**Business Name:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_  
**Business Address:** \_\_\_\_\_ **Title:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **Business Phone #:** \_\_\_\_\_  
**State / Zip:** \_\_\_\_\_ **Contact Mobile #:** \_\_\_\_\_  
**Contact E-Mail:** \_\_\_\_\_

## THE BUSINESS AGREES TO PURCHASE THE FOLLOWING ADVERTISING SERVICE:

PRINT	DIGITAL	TOTAL DUE PER MONTH
Ad Size: _____	Ad Size: _____	\$: _____
Ad Rate: _____	Ad Rate: _____	
Premium Location: _____	Location: _____	
Premium Rate: _____	First Month: _____	Due by 21st of each month. Invoices will be sent on the FIRST Monday.
First Issue: _____	Digital Ad Sub-Total: _____	Or Schedule automatic Credit Card Payments.
Print Ad Sub-Total: _____		

I, the undersigned, understand that this is an agreement to purchase advertising from Serve Daily LLC (SD) at the rates indicated. Payment should be made by cash, check, automatic Credit Card Payment, or online check using the Quickbooks Payment System. Invoices or receipts will be emailed during the first week of each month. If design services are needed, provide SD new information for ad alterations two weeks prior to publication date. I agree SD may use the prior ad and adjust expiration dates (if needed), if no new ad is submitted or approved in time. The term continues on month to month basis after initial term, except for single issue / single month agreements. I may cancel the agreement by paying HALF of the TOTAL remaining balance due till end of term. Open invoice remain payable. No refunds will be made. I understand I am responsible to pay any bank fees, up to \$25 per time, for bounced checks, etc. I approve SD to use our company logo on banners, social media, print media, email blasts, signs, designs, and/or the company name mentioned via other (Radio/TV/YouTube/etc) marketing methods as used or will be used by Serve Daily. Serve Daily will not promote any unauthorized specials or promotions. SD reserves the right to refuse any advertisement at its sole discretion. This agreement information & info in our Pricing Kit, constitutes the entire agreement between SD and the advertiser. Business Indemnification Obligations: Business agrees to indemnify, defend, hold harmless Serve Daily, its distribution partners including any promotional partner, if applicable, their respective licensors and licensees, and affiliated companies, and any of their respective officers, directors, employees, contractors, representatives, and agents, from and against all claims, actions, liabilities, losses, expenses, damages, and costs (including without limitation, reasonable attorneys' fees) that may at any time be incurred by any of them by reason of any claims, suits, or proceedings. Payment is due by the 21st of billing month. If not paid by the last day of current billing month a \$25 late fee will be applied. **I accept these terms and will be responsible for paying the stated obligations.**

X - Advertiser Signature / Date

X - Accepted by Advertising Representative / Date

**RECURRING PAYMENT AUTHORIZATION FORM** | If you would like to enjoy the convenience of automatic recurring billing, simply complete the Credit Card Information section below and sign the form. All requested information is required. Upon approval, we will automatically bill your credit card for the amount indicated and your total charges will appear on your monthly credit card statement. You may cancel automatic billing authorization at any time by contacting us.

I authorize Serve Daily to automatically bill the card listed below on a monthly basis for the amount in the Total Due, starting now, and billing will end when customer provides written cancellation notice.

## CREDIT CARD INFORMATION |

**Card Type:** Visa MasterCard Discover AMEX  
**Cardholder Name:** \_\_\_\_\_ **Cardholder Zip:** \_\_\_\_\_  
**Card Number:** \_\_\_\_\_ **CVV#:** \_\_\_\_\_ **Expires:** \_\_\_\_\_

X - Advertiser Signature / Date



Your Source for Information and Inspiration

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/the-guide - Utah Guide  
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/distribution - Pick up a print copy

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Receive news updates, event info, coupons, etc.  
**join our sms club**  
Text "RAKM" to 63975 and get updates on the #RAKM Cards and Volunteer opportunities.  
MSG & Data Rates May Apply. Text "STOP" to end, "HELP" for help.  
Up to 8 msg/mo. Privacy Policy at [servedaily.com/sms](http://servedaily.com/sms)