

Missouri Life Advertising FY 2019-2020

As part of the Missouri Division of Tourism Marketing Matching Grant, we will utilize marketing services with Missouri Life for the FY 2019-2020 at a discounted rate. We will also be reimbursed 50 percent of the expenses. WCVB has worked with Missouri Life since 2017.

**Please note the TV show is a separate insertion order. The board approved it the February 14, 2019 WCVB meeting.*

Please see the insertion order attached.

The director recommends the board authorize signage of the Missouri Life insertion order for advertising in FY 2019-2020 as part of the MDT grant.



Insertion Order

Order: 831
Order: 5/9/2019

Advertiser
Marcy Bryant
Warrensburg CVB
102 S. Holden Street
Warrensburg, MO 64093
660-262-4712
marcy.bryant@warrensburg-mo.com

Bill To
Marcy Bryant
Warrensburg CVB
102 S. Holden Street
Warrensburg, MO 64093
660-262-4712
marcy.bryant@warrensburg-mo.com

Publisher
Missouri Life
501 High Street, Ste. A
Boonville, MO 65233
Phone: 660-882-9898
Rep: Mary Leonard
Rep Phone: (816) 868-7498
Rep Email: mary@missourilife.com

Publication	Issue	Year	Ad Size	Card Rate	Discount Details	Net
Missouri Life Magazine	Nov-Dec	2019	1/2 Page-H	1,517.00	Valued Advertiser Discount: 253.00	\$1,264.00
Missouri Life Magazine	Jan-Feb	2020	1/2 Page-H	1,517.00	Valued Advertiser Discount: 253.00	\$1,264.00
Missouri Life Magazine	March-Apr	2020	1/2 Page-H	1,517.00	Valued Advertiser Discount: 253.00	\$1,264.00
Missouri Life Magazine	Jul-Aug	2020	1/2 Page-H	1,517.00	Valued Advertiser Discount: 253.00	\$1,264.00
Custom Publication	Scenic Rides and Drives 2	2020	Scenic Rides and Drives-Route	1,950.00	Valued Advertiser Discount: 450.00	\$1,500.00

Total:	\$6,556.00
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Advertising Terms & Conditions

Due to the timeliness and nature of this publication, this contract is non-cancellable 45 days prior to publication date. If a contract for future issues is canceled and past ads under same contract had earned a volume discount, advertiser will be billed for the difference that is no longer earned by volume discount. All advertisements are published for the benefit of the applicable agency and the advertiser, and each is jointly and separately liable for all charges. Advertisers and agencies are solely responsible and assume full liability for all content and claims of their advertisements. If advertiser/agency does not supply acceptable PDF or materials by deadline date, publisher will bill for contracted insertion cost. Publisher shall not be liable for failure to publish or distribute all or any part of the publication because of labor dispute, accident, fire, act of God, or any other circumstances beyond publishers' control. Further, publisher shall not be liable for damages if for any reason he fails to publish an advertisement. Advertiser and/or Agency will indemnify and save publisher harmless from and against any loss or expense arising out of publication of advertisements, including without limitation, reasonable attorney fees resulting from claims or suits based on the content or subject matter of such advertisements, including without limitation claims or suits for libel, violation of privacy, plagiarism and copyright infringement. Advertisements constructed by Missouri Life magazine will remain the property of same. Copies can be provided on digital media, at additional cost. Customer will be short-rated when applicable. Invoices are due and payable upon receipt. Finance charges will be added to bills not paid within 30 days of invoice date. Advertiser and/or Agency agrees to pay for any collection fees associated with delinquent accounts. Revised July 2017.

*DESIGN FEE: A one time design fee of \$50 will be charged for all initial designs of print campaigns created by Missouri Life Magazine for advertisers. One proof will be provided free of charge. Upon completion of the design, carefully review for corrections and changes. Return for revisions. A second proof will be provided free of charge. Any changes after the second proof will result in a \$50 per proof design change fee.

**There will be a Rush Fee that equals 10% of the ad cost if material deadlines are missed.

Any advertisement that resembles editorial matter shall have the word advertisement printed on the page as required by the postal service.

Return Completed insertion order to:
jolene@missourilife.com • (660)882-9898 ext. 206

Thank you for your business!

Marcy Bryant	Date	Mary Leonard	Date
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