Starting with the first issue of 2020, you’ll see a new élan. As the magazine and our market have evolved, it became obvious that we really needed a women-focused magazine. We all know that women are important decision makers in business and at home, but they are also the driving force behind so much local innovation and change. That’s when we realized élan was the right vehicle to tell those stories — because how they do it is what makes up élan — energy, style, and enthusiasm.

Through the year, you’ll see issues focused on themes of green, arts, food, and fit. That doesn’t mean the green issue will be all about recycling — it may highlight women who are directing change for our environmental landscape, perhaps creating sustainable products, or making extraordinary efforts that happen to coincide with ecological responsibility. Our readers will get a behind the scenes look at what they may not know about the shoreline art world and they’ll get a better taste of why the area has become such a food mecca! And to round out the year, they’ll be greeted by local innovators in our fit issue as they enjoy the holidays while making their plans for New Year’s resolutions.

WELCOME TO THE NEW ÉLAN.

BUY ALL 4 FOR 25% OFF EACH

PRODUCTION SCHEDULE:

SPRING
Deadline: January 31, 2020
Published: Late March

SUMMER
Deadline: May 1, 2020
Published: Late June

FALL
Deadline: July 24, 2020
Published: Mid-September

WINTER
Deadline: October 16, 2020
Published: Early December

FOR MORE INFORMATION: 203 245 1877 • ADVERTISING@SHOREPUBLISHING.COM

SHORE PUBLISHING
élan 2020 Advertising Agreement

__SPRING__ | __SUMMER__ | __FALL__ | __WINTER__

Size of Ad: ____________________________ Premium Position: ____________________________

Total Agreement Cost: ____________________________

All ads must be pre-paid, unless advertiser has a current credit application on file and an account in good standing with Shore Publishing Newspapers.

**Ad Dimensions**

<table>
<thead>
<tr>
<th>BACK PAGE</th>
<th>FULL PAGE</th>
<th>DOUBLE TRUCK</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
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<tbody>
<tr>
<td><strong>Bleed</strong></td>
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<tr>
<td>IMAGE AREA 8&quot; x 8&quot;</td>
<td>IMAGE AREA 7.875&quot; x 9.9&quot;</td>
<td>17&quot; x 11&quot;</td>
<td>7.875&quot; x 4.8&quot; or 3.8&quot; x 9.9&quot;</td>
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<tr>
<td>TRIM 8.5&quot; x 8&quot;</td>
<td>TRIM 8.5&quot; x 10.875&quot;</td>
<td>TRIM 17&quot; x 11&quot;</td>
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<td>BLEED 9&quot; x 8.5&quot;</td>
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<td>BLEED 17.5&quot; x 11.5&quot;</td>
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<td>IMAGE AREA 8&quot; x 10.5&quot;</td>
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**Account Information & Credit Application:** Must be completed and signed before advertising will be published

Business Name __________________________________________________________________________ Date ________________________

LLC Name (if different than DBA) ____________________________________________ Business Federal ID# ____________________________

Contact Name _____________________________________________________________________________________________________

Business Address ___________________________________________________________________________________________________

City ____________________________________________ State _______________________ Zip Code ____________________

Phone # ____________________________ Cell Phone # ____________________________

Email ____________________________________________________________________________________________________________

**Credit Card Information**

☐ VISA ☐ MASTERCARD ☐ DISCOVER (AMEX not accepted)

Card # ____________________________________________ Exp. __________________ CVC __________________

Name on Card _____________________________________________________________________________________________________

Card Statement Address (if different than business) _____________________________________________________________________

City ____________________________________________ State _______________________ Zip Code ____________________

**Terms, Conditions and Guarantee**

It is hereby agreed that Shore Publishing is authorized to charge to my account all purchases that I or anyone authorized by me make on my account. In consideration of Shore Publishing, LLC extending credit privileges, the receipt of which is hereby acknowledged to above named business, and for value received, I/we jointly and severally, in an individual capacity and not as an agent for said firm, hereby personally guarantee the payment of any balance due Shore Publishing, LLC on default by said firm and without requiring it to proceed against said firm. It is agreed that all charges not paid by the end of each month following publication are subject to a period finance charge of 1-1/2 % per month. In the event of default in payment by said firm it is agreed that the undersigned shall pay any amounts due including all collection and court costs, including reasonable attorney’s fees. It is understood that this is a continuing guarantee unless terminated in writing, via certified mail to Shore Publishing, LLC, by the undersigned. Said termination shall be prospective in effect only and shall remain in effect with regards to any balance incurred prior to the date of termination. Notice of acceptance of this guarantee and notice of transactions under this guarantee are waived. Shore Publishing, LLC is authorized to obtain credit information pertaining to the undersigned and if an account relationship is formed the undersigned authorizes Shore Publishing, LLC to disclose credit information pertaining to the undersigned. Payment is due prior to publication unless specific arrangements are made at our business office. This Contract is to be signed by the owner, officer or such person legally designated by the power-of-attorney for the advertiser. Advertiser can increase ad size or number of papers at any time at same discount level.

Guarantor Printed Name ____________________________________________ Guarantor Signature ____________________________

I, the guarantor, authorize Shore Publishing, LLC to process payments through the credit card listed, as long as ads are authorized. The parties hereto, intending to be legally bound, execute this contract.

Marketing Representative ____________________________________________ Date ________________________

Account Number (office use only) ____________________________ Ad Director Signature ____________________________

Fax or Mail to: Shore Publishing, LLC, PO Box 1010, Madison, CT 06443
P 203-245-1877 • F 203-245-9773 • www.shorepublishing.com • advertising@shorepublishing.com