

# northshore

2008 Media Kit

**MAGAZINE**



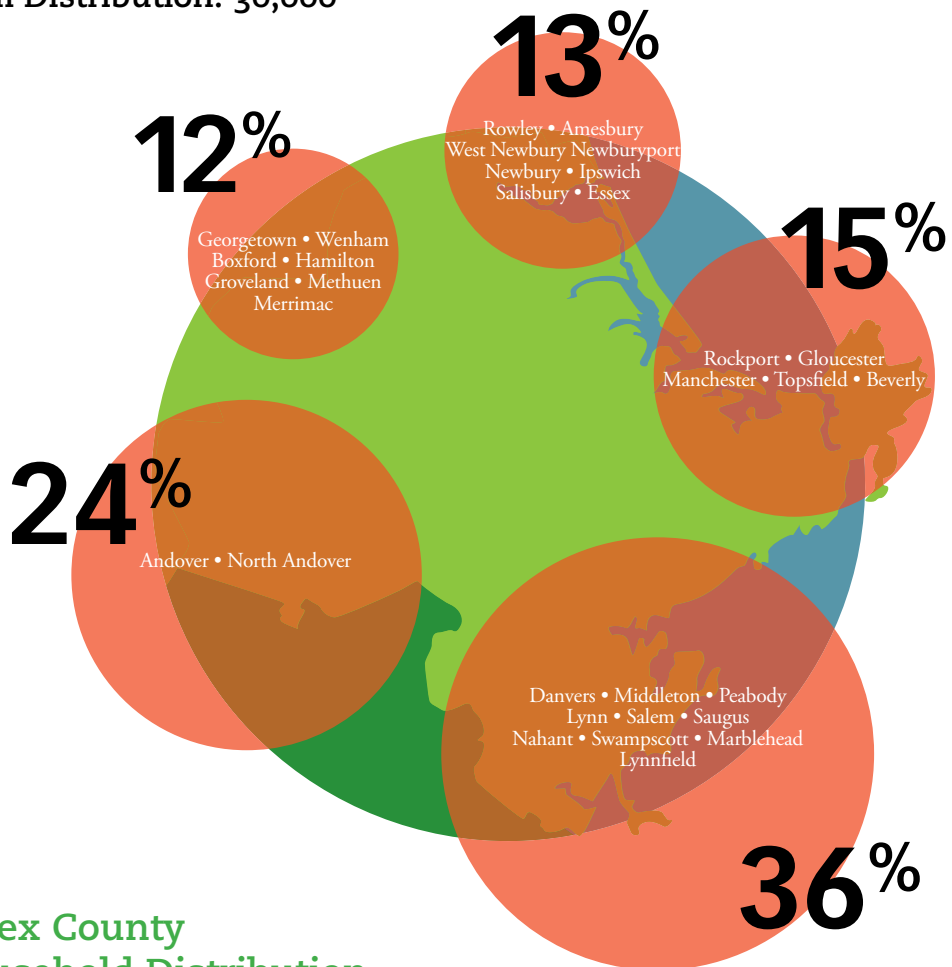
[www.nshoremag.com](http://www.nshoremag.com)

## DISTRIBUTION

### Northshore Blankets the Market

Northshore Magazine is mailed six times a year to over 24,500 affluent homeowners on the North Shore. These homes have a minimum value of \$500,000 with a combined household income of \$120k+. An additional 5,000 copies are distributed at point of sale, through our retail and service advertisers and on newsstands. Your business will achieve total market coverage and your message will reach our affluent readers who need and can afford your products and services.

**Total Distribution: 30,000**



**We capture the people, places and events that  
define the North Shore lifestyle**

## DEPARTMENTS

Dine  
Explore  
Fwn  
Home  
Luxury  
Beauty  
Health

Adventure  
Sports  
Technology  
A & E  
Business  
Community  
Waterfront

## IN EVERY ISSUE

Town Focus  
Themed Featured  
Shore Things  
Guide to... (special topics)  
Scene  
Back Page Profile



## UPCOMING ISSUES

### April – May 2008

**Town:** NEWBURYPORT

**Features:** Weddings!, Guys' things; guy nights out, men's caves, bachelor parties, tech and toys for boys. Body: alternative health, weight loss, detox

### June - July 2008

**Town:** GLOUCESTER

**Features:** Family Fun "Backyards" – gardens, kitchens, gentlemen farmers

### Aug. – Sept. 2008

**SPECIAL GUIDE:** Best of Northshore #3

**Town:** BOXFORD

**Features:** Beaches, boating, recreation and leisure

### Oct. – Nov. 2008

**Town:** IPSWICH

**Features:** Fall fun, wineries, apple farms  
**Arts and Entertainment:** museums, galleries, music, dance, youth programs. Fashion, NS designers, Best vintage stores

### Dec 2008

**Town:** DANVERS

**SPECIAL GUIDE:** Holiday Guide This year's focus Fantasy Travel Escapes!

Plus special foci: Luxury living, high-end homes, architecture, interior and landscape, and home entertaining. First release of our "A-List" – our who's who list of celebs, socialites, philanthropists

# ADVERTISING RATES & DATES

## Reaching the most affluent residents of the North Shore

Northshore Magazine is the premier upscale lifestyle magazine for the North Shore of Massachusetts. Celebrating the good life found throughout Essex County, Northshore’s method of combining targeted distribution to homes with a minimum assessed value of \$500,000 coupled with a minimum household income of \$120,000 assures our advertising partners sound penetration into the heart of their core customer base.

### 2008 Dates

Issues	Space Reservation	Materials Due	Mailed
FEB/MAR '08	12/15/07	12/24/08	1/15/08
APRIL/MAY '08	2/19/08	2/25/08	3/15/08
JUNE/JULY '08	4/4/08	4/11/08	5/15/08
AUG/SEPT BONS '08	6/9/08	6/13/08	7/15/08
OCT/NOV '08	8/7/08	8/11/08	9/15/08
DEC HOLIDAY '08	10/5/08	10/12/08	11/15/08

### Advertising Rates (all rates net)

	x1	x3	x6
SPREAD	\$6,875	\$5,843	\$5,500
CVR 3	\$4,775	\$4,050	\$3,825
CVR 4	\$5,150	\$4,385	\$4,125
FULL	\$4,200	\$3,570	\$3,360
1/2 HORZ	\$2,400	\$2,040	\$1,920
1/2 VERT	\$2,640	\$2,240	\$2,151
1/4	\$1,485	\$1,260	\$1,175

Market Place Sizes and Rates

Northshore Magazine’s ‘Market Place’ section is an effective, affordable way to deliver your advertising message to our loyal readers. Specifically designed to support a diverse collection of marketing messages, Market Place is a reader favorite and is often referred to first upon receipt of each new issue. It is presently available in three unique categories - Marketplace, Real Estate, and Fine Dining.

Marketplace Advertising Rates (all rates net)

	x1	x3	X6
FULL	\$3,200	\$2,720	\$2,440
1/2	\$2,015	\$1,715	\$1,535
1/4	\$1,155	\$980	\$880
1/8	\$635	\$540	\$490

Business Spotlight Programs

Northshore Magazine presents a unique method for penetrating its discerning readership and maximizing your advertising exposure. Business Spotlight Programs give you the opportunity to “take the floor” and fully educate our loyal readers about the merits of your product or service. Available in packages of one to four pages, spotlight marketing, is an extremely effective tool to reach and teach a captive audience.

Spotlight Rates (all rates net)

1 PAGE	\$4,200 net
2 PAGES	\$6,875 net
3 PAGES	\$9,765 net
4 PAGES	\$12,420 net

## PUBLISHING SERVICES

### How We Can Help You with Your Design and Publishing Needs

Northshore Magazine's award-winning in-house design team is available to create your advertising message. Simply provide us with copy for your ad, images you would like included, your logo (if desired), and any pertinent information on layout preferences you may have. Here are the details:

#### **Ad copy**

Choose a headline for your ad, a desired tag line (if you decide to use one), body copy, and logo and provide these electronically in Microsoft Word or other text file. Most ads you see in Northshore Magazine are not copy heavy because our format is designed to please the eye and focus on the image of your company. Most ads have between 10 to 20 words, not including the contact information.

#### **Photo images**

To ensure aesthetic quality and optimum response, please provide us with the best photography possible. When providing your own photography, please be aware we need high-resolution images: 300 dpi (dots per inch) or greater at actual size. Sending via e-mail attachment is acceptable, though sending a CD is preferred. We cannot accept low-resolution images or pre-printed materials. If you don't have the right image to supply to us, our photographers are available for a custom shoot at your location for a fee

#### **Retouching images**

If you require images to be retouched, this service is priced on a case-by-case basis. Contact your account manager for details and a quote. The fee will be billed at \$60. per hour, with a minimum of an hour.

#### **Logos**

Logos or any line art should be supplied to us in EPS files. In some cases we can accept illustrator files or 300+dpi TIF files.

#### **Typefaces**

If you require a specific typeface or font in your ad, you must provide it to us in Macintosh format, on a CD-R or DVD-R.

#### **Art direction**

Our design team will use the images and text you provide us and create an ad that will meet your complete satisfaction. Our art department works best when they operate with a combination of creative freedom and customer input/feedback.

## Ad design, web banner ads, photography and other services pricing

### Design fees

Ad size	flat rate design fee
Full-page	\$350.
1/2-page	\$250.
1/4-page	\$175.
1/6-page	\$125.
Changes	\$75.

### Additional Changes

If you have additional changes after three rounds of edits are exceeded, or if you request changes after you sign off, you will be billed at \$60. per hour with a minimum of one hour.

### Color Proof

A printed proof for color and placement can be supplied upon request for \$75. Otherwise, a soft proof will be sent to you via email from your sales representative.

### Photography

Photography shot at your location, or shot at our office studio, will be billed at \$100. per hour with a minimum of one hour.

### Banner ad design

Design pricing includes a flat-rate design fee of \$150. for any banner ad with layout and site linking. Once three rounds of edits are exceeded, or if you request changes after you sign off, you will be billed at \$60. per hour for design time, with a minimum of one hour.

### Logo fee

Our talented staff of designers has years of experience in creating professional logos. This service is priced on a case by case basis. Contact your account manager for details and a quote.

## Here's what happens when we design your ad

- Once your ad form is complete and we have all your materials, we assign the ad to one of our designers. Please note that we cannot begin design until we have all of the materials for the ad.
- If the materials supplied do not meet our specifications, we will contact you and offer suggestions to complete the process.
- Once we design your ad, the ad proof will be sent by our Ad Traffic Controller as a PDF proof for you to receive via e-mail. Up to two rounds of edits and changes are included in our design process free of charge. After three rounds additional fees are incurred.
- As soon as the design is final, we will require your electronic PDF proof approved and returned via e-mail to our Ad Traffic Controller. After seeing and signing this proof you will be expected to pay any balance due from your signed insertion for any design and photography fees (if applicable).
- If you have a change to your ad after sign off, you will be billed by the hour (minimum one hour) for changes to be made, regardless of edits prior to sign off.



## ELECTRONIC REPRINTS

Electronic Reprints (E-prints) represent the best way to present your recent or past editorial and they are the future of communication. A customized PDF file containing your recent editorial coverage can be posted directly on your company web site or be sent out as an e-mail attachment. This format allows for the most timely, cost-effective global distribution of the news and information which is most important to you and your customers.

### Customizing Options:

- Add company logo
- Include your advertisement
- Highlighting of information in tables, charts, and text of articles.
- Highlight specific text
- Include your company contact information
- Add legal and compliance disclaimers

Leverage the prestige and credibility of Northshore Magazine reprints into your next marketing campaign.

*For more information, and pricing for the options listed above please contact a Media Sales Manager, at: (978)-623-8020 or E-mail: [sales@rmsmg.com](mailto:sales@rmsmg.com)*





## Design and Digital Specifications

	WXH (TRIM)	ADD .25 INCH BLEED
FULL	9 x 10.875*	YES
1/2 HORZ	8.5 x 5.0625*	NO
1/2 VERT	4.125 x 10.375*	NO
1/4	4.125 x 5.0625*	NO
1/6	2.5 x 4.5	NO

\* Actual sizes of ads that appear in the Marketplace section are 10% smaller than the sizes listed above. The above sizes are those used throughout the magazine. Please design the ads at the above specifications, while keeping in mind the 10% reduction if your ad is to be placed in the Marketplace section. This is to ensure a smooth transition should you choose to move your ad out of the Marketplace section.

### Media:

- CD or DVD (please label all materials)

### Acceptable Ad Formats:

- PDF/X-1a is the preferred file format for submission. To learn more about creating valid PDF/X-1a files, visit DDAP, at <http://ddap.org>.
- InDesign application files (collected: all supporting files and fonts included and properly linked)
- Adobe Illustrator application or EPS files must include fonts or convert fonts to paths before sending
- TIFF and EPS formats also accepted
- JPEG acceptable in certain instances but only at high resolution and only at the discretion of the magazine
- Adobe Photoshop application files acceptable only in certain instances and only at the discretion of the magazine
- All image files must be SWOP CMYK or grayscale and between 300 and 400dpi

### Label Requirements:

Publication name, issue and date, agency name, agency phone, advertiser, print window of the directories on media. (Discs will not be returned unless labeled with return

address and specifically requested.) Document Construction:

- Build document to ad size purchased.
- All high resolution images, artwork, and fonts must be included when the file is created.
- Use only Type 1 fonts. Use stylized fonts only; DO NOT apply style attributes to fonts.
- All colors must be CMYK unless color will be printing as a spot color. Total area density should not exceed the SWOP standard of 300%. No RGB images allowed.
- DO NOT send EPS files within other EPS files.
- All elements must be placed at 100% size. DO NOT rotate or crop images within Quark. This must be done in original application, i.e. Illustrator, Photoshop, etc., prior to placing.
- Registration offset must be set to .25 inch.

### Proofs:

All ad submissions must include a hard copy color proof. Proof is used to check general document layout, not for accurate color match unless specified by agency.

### Materials Deadlines:

All advertising materials must be received by the closing date. Adver-

tisers will be invoiced at Publisher's cost for all preparation charges.

### Retention of Materials:

Artwork will be returned upon request. All artwork / advertising materials will be automatically discarded after one year following use unless Publisher is notified to the contrary.

Need help creating your advertisement? RMS Media Group, publishers of Northshore, offers exceptional advertisement design. Please call for details. 978.623.8020

### To Send Files Electronically:

- first, clearly label the file so that we know what it is
- Using a web browser go to: [www.rmsmg.com/files.html](http://www.rmsmg.com/files.html) Please note this service may not work with some versions of Internet Explorer. If you are having trouble you may try a different web browser or send materials on a CD-R or DVD-R to the address below.

Production  
RMS Media Group  
16 Haverhill St.  
Andover, MA 01810

## TESTIMONIALS

“

In my 10 years in this location in Rowley I've been lucky enough to not have to rely on advertising for my business. I've tried a few different local papers and collectively the response has ranged from either no documented new business to not a single call at all from the ad.

You convinced me to give Northshore a try and the response has been absolutely amazing from the first day it hit.

*Tim Watkins - Precision Auto*

“

I want to let you know the pride I feel every time someone mentions how beautiful our full page ad is in northshore magazine. And it is! Your team of graphic design professionals is certainly added just the right touch to my work. The impact that the full page ad has is incredible. Many, many people mention that they have seen the ad and compliment me.

But even more important is that last year was by far the largest growth year here at Sue Adams Interiors. I attribute that success in large part to our advertising in northshore. I have received wonderful customers as a result of our exposure to your magazine.

*Sue Adams - Sue Adams Interiors*

“

I just wanted to send you a quick note to let you know how successful our campaign with North Shore Magazine has been. We have tried many venues to spread the word about the awesome, life-changing dentistry that we do here. To date, Northshore Magazine has been one of the best R.O.I for this practice! We just received another awesome patient courtesy of Northshore magazine! You guys are the best!

*Laurie Constantino - Benjamin Polan DMD*

“

I wanted to take some time out to draft a letter and express to you just how happy we are working with NorthShore Magazine.

The response we have received from the advertisement we placed in the Fall Edition has been overwhelming, to say the least. Not only have we had several existing clients come in complimenting us on the ad, but the exposure has generated many new customers for Dresscode from all over the North Shore.

*Amy Feingold - Dress Code*



2 million square feet of office/laboratory/medical space on a waterfront campus

**Description:**

- Flexible suite layouts
- Guaranteed expansion space
- Suites from 200 to 200,000 SF
- Ample free open and garage parking and handicap accessibility
- Full-service leases include custom designed and built spaces, common area maintenance and cleaning, structural and building-standard mechanical maintenance, landscaping, parking, snow plowing and on-site property management

**Location:**

- 25 minutes from Boston
- One mile from Route 128 at Routes 1A and 62
- Business jet service from nearby Beverly Airport
- On-site MBTA bus connecting to nearby commuter rail service
- Waterfront location with picnic areas, parks and historic walking trails

**Amenities:**

- On-site amenities include a post office, dry cleaning, restaurants, banks, health clubs, daycare, travel agents, salons, spas, attorneys, accountants, more than 70 health care professionals and even dog daycare



# MARKETPLACE

## A KITCHEN FOR LIFE



**NORTHSHORE KITCHENS PLUS**

183 Tedesco St. Marblehead - 781-631-1060 - [www.northshorekitchens.com](http://www.northshorekitchens.com)

IPS  
WOLF  
BEAR  
Gaggenau  
KWC

Take care of  
**YOU**  
AND your  
Gift List!



Facials • Reflexology • Nutrition Testing  
Aromatherapy • Massage  
Body Wraps • Mineral & Herbal Baths

Gift Certificates



978-834-0341

21 Water Street, Amesbury, MA  
[www.TheWayToBalance.com](http://www.TheWayToBalance.com)



- all natural & organic dog & cat food
- raw frozen food & bones
- healthy treats & supplements
- innovative toys, collars & leashes
- fun accessories & clothing

Come check out our NEW location!

106 Main Street, Amesbury, MA 01913

978.388.PAWS

Dogs welcome

pawsitively passionate about pets!

*Landscapes by  
Lillabeth, LLC*



*create the garden  
of your dreams*

with Lillabeth Wies  
M.S. Horticulture • 25yrs. of Experience

978-473-9992

[landscapesbylillabeth@comcast.net](mailto:landscapesbylillabeth@comcast.net)



# Your guide to the best restaurants on the north shore

Fresh information on what's flavorful around the north shore.

## Pellana

**Peabody > 9 Rear Sylvan Street**

A classic, American Steakhouse, serving dinner 7 nights a week. Pellana provides an air of sophistication to a highly developed area Peabody. With its intimate dining room draped in rich mahogany, guests will feel as though they have stepped foot into one of Boston's finest steakhouses. This elegant atmosphere continues into the bar where guests are always greeted with a smile and given endless options of customized martinis, an eclectic selection of domestic & imported beers as well as over 20 wines poured by the glass. However, the finest example of the caliber of restaurant is Pel-



lana's wine list; it boasts nearly 400 wines from all regions of the world while accommodating every budget.

The Chef/Owner Daniel Mammola has created a menu focusing on Prime, Aged Steaks, incredibly fresh Seafood and classic American Dishes. Guests can enjoy unique menu items such as a Bone-In Filet Mignon and a 14 ounce Kurobuta Pork Chop exclusive to Pellana.

Lisa of Peabody writes, "Pellana is a new restaurant and it

will be around for a long time if they keep up the impeccable service and delectable dishes."

Pellana is available for Private Business luncheons, Rehearsal Dinners, or for any business or social gathering. Accommodations can be made for events ranging from 10-100 guests with a myriad of customized menu options.

Now booking Holiday Parties 978-531-4800. Check out our new website [pellanarestaurant.com](http://pellanarestaurant.com)

{ 978-531-4800 • [pellanarestaurant.com](http://pellanarestaurant.com) }



*Casual family dining with fast, friendly service. From gourmet pizza and barbecue to creative pastas and fresh seafood. Make Braccia's Four66 Pub & Grille part of your family's regular indulgence.*



**Braccia's Four66 Pub & Grille**  
 466 Newbury Street (Route 1)  
 Danvers, MA 01923  
 978-774-9662

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Luncheon, Dinner and Catering...  
 Daily Specials, full liquor  
 Mondays to Saturday 11 am to 10 pm,  
 Sunday 12 noon to 9 pm

## Franklin Café

**Gloucester > 118 Main Street**

Since 2000, Franklin Cape Ann has exemplified the term "wine and dine." Its fraction-over-wholesale list pricing is the only such wine program in Massachusetts. The wine list is changed seasonally, as is the menu of modern American cuisine. Dining



at Franklin Cape Ann becomes an experience, however, as a result of the comfortable communal environment. A variety of customers flock to the café for family dinner and happy hour, though many enjoy a late meal; the kitchen stays open until midnight, a rare luxury on the North Shore.

{ 978-283-7888 • [franklincafe.com](http://franklincafe.com) }

# REAL ESTATE



## Goose Cove



Rare opportunity to own a Goose Cove waterfront home in Gloucester, MA! This stunning home was completely renovated with mahogany floors, granite kitchen and high-end baths. Master bedroom has sliders and deck overlooking tidal Goose Cove, plus there is a screened-in porch for enjoying quiet summer evenings. Kayak from your own yard! Fantastic bird life. Walk to hiking/cross country skiing trails in Dogtown and around Goose Cove Reservoir. Three bedrooms and two full baths. \$859,000. For information on this and other Cape Ann waterfront properties, please contact:

**Ellen Higgins, REALTOR®, CBR**  
Direct 978-290-1230

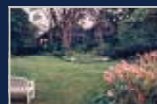
**www.RealtyByTheSeaUS.com**

26 West Street, Beverly Farms, MA 01915  
978-865-1168

**Waterfield**

**Sotheby's**  
INTERNATIONAL REALTY

*Dedicated to the extraordinary. The exceptional. The unique.*



138 South Street, Rockport  
**\$2,800,000**  
Grand Estate with 19+ acres

**Penny Lamb**  
617.594.5699  
penny.lamb@sothebysrealty.com



**Andover:** This updated and well maintained home is in a desirable neighborhood located in the Sanborn school district with quick access to 93. The roof and exterior painting have been done in 2006. Newer windows, heating and central air. Updated baths. Large sun-room off kitchen 8 rms, 4 bedrooms 2.5 baths.  
**Priced at \$499,888**



**North Andover:** This condo has tray ceilings, crown moldings, built-in bookcases and hardwood floors in the living room. The kitchen has stainless steel appliances and white cabinets. Balcony which overlooks the woods for privacy. Five rooms, 2 bedrooms, 2 full baths. Pool, clubhouse. Washer/dryer in unit, pets allowed.  
**Priced at \$324,900**



**Andover:** This 1997 Colonial shows brand new and has a large private backyard. The kitchen has maple cabinets, granite counter tops, double Jennaire ovens and opens to the family room with a wood burning stone fireplace. Finished lower level. 9 rooms 5 bedrooms 2.5 baths. Bancroft school district.  
**Priced at \$799,000**



**Andover:** Totally updated cape set on an acre lot. This home has an upgraded kitchen, 3 updated baths, new energy efficient windows and hardwood floors throughout. Office/in-law potential makes this a must see. Easy access to highways, schools and downtown. 8 rooms, 4 bedrooms, 2.5 baths and 2 fireplaces.  
**Priced at \$519,000**



**Deborah Lucci Perrone, REALTOR®**  
**Top 1% Nationally**  
Direct: 978.269.2206  
Cell: 978.771.9909  
dperrone@andoverliving.com  
www.finestbroker.com



**North Andover:** NO CONDO FEE Enjoy the feeling of living in a house with someone helping you share the expenses. This condo is set nicely off the street with a fenced in yard and perennial gardens. Finished lower level. 7 rooms 3 bedrooms 1 full bath.  
**Priced at \$289,000**



**Reading:** Elegant 5 bedroom 3.5 bath custom built home in upscale neighborhood. Oversized great room with Vermont stone fireplace, media center, soaring ceiling and columns. 29ft kitchen. Library overlooking the in-ground Guinthe heated pool and patio. Central air and vac, underground sprinklers, heated driveway. A convenient cul-de-sac location.  
**Priced at \$949,000**



**North Andover:** Easy one floor living in this Ranch that was totally renovated in 1984 with Anderson windows, a walk-up attic and large kitchen. New roof and exterior paint in 2006. New carpeting. Finished lower level, Bonus 4 car garage. 8 rms including LL, 3 bedrooms 1.5 baths. All this and a location near town, library and school.  
**Priced at \$349,000**



**Prudential**

**Howe & Doherty**  
REALTORS®

# TERMS AND CONDITIONS

## GENERAL TERMS AND CONDITIONS

The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement, including (1) the names, portraits and/or pictures of all persons; (2) any copyrighted material; (3) any testimonials contained in any advertisements submitted to and published by the publisher.

In consideration of the publisher's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher against all loss, liability, damage, and expense of any nature arising out of copying, printing, or publishing of its advertisement, including without limitation reasonable attorneys' fees resulting from any claims or suits arising out of publication.

Conditions, other than rates, are subject to change by publisher without notice.

All contents of advertisement are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, for any reason, without liability, even though previously acknowledged or accepted.

Positioning of advertisements is at the sole discretion of publisher.

Cancellations cannot be made after space deadline closing dates.

All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change upon notice from publisher. Cancellation of space reservations for any reason (including a change in rates by the publisher) in whole or in part by advertiser will result in adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or for any remedy beyond the return of any amount paid for an ad for any error in the ad. In no event shall publisher be liable for indirect or consequential damages.

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 publisher for advertiser or its agency ordered and which advertising was published.

No conditions other than those set forth in the rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained within this rate card.

Publisher is not responsible for delays in delivery and/or non delivery in the events of acts of god, action by any governmental or quasi-governmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any matter.

All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser, or the word "Advertisement" may be placed with copy which in publisher's opinion resembles editorial copy.

Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for based upon the terms of the schedule in force without further notice.

It is the responsibility of the advertiser and its agency to ensure that all insets and other advertising comply with U.S. postal regulations and other applicable federal and state laws and regulations.

As used in this section entitled "General Conditions", the term "publisher" shall refer to RMS Media Group, Inc.

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the foregoing General Conditions.

## ADDITIONAL CONTRACT CONDITIONS Payment Terms

In the event payment is not made in strict compliance with the payments terms set forth in this agreement, the entire unpaid balance shall become due and payable at the option of Publisher. In such event, interest shall accrue on the unpaid balance at the maximum legal rate. The prevailing party in any action to collect the unpaid balance shall also be entitled to recover its costs and reasonable attorney's fees.

Publisher reserves the right to produce, use and distribute the above publication without inclusion of the advertising called for in this agreement if the balance, due by the advertiser, is not paid in full.

Dishonored checks will be subject to an additional \$25 charge for each such check. Further, Publisher will exercise all rights available to it pursuant to Civil Code section 1719, including the right to treble damages.

Advertiser will be assessed all costs of collection, for any amounts unpaid after their due. If a collection agency is utilized,

advertiser agrees to pay any collection fees charged to Publisher, in addition to the amounts due under this agreement.

If any payment is made by credit card, the advertiser authorizes Publisher to charge all payments to a credit card.

In the event that artwork is not supplied in the agreed-upon time from, or the advertiser has not responded to requests to approve the supplied proof provided to advertiser on final production deadline, Publisher will run current advertisement with out final proof or pick up and print the previous advertisement at our discretion.

If a severe error or change (by fault of publisher) was made to the ad after its approval by the client, Publisher will correctly reproduce and print the ad in its next issue at no cost to the advertiser. It is understood that in such events the advertiser agrees to remain liable for payment as it is stated in the contract.

Publisher reserves the right to print an ad according to a design layout produced by the advertiser without supplying a proof before print. If a proof was supplied and approved by the advertiser, the advertiser is obligated to all payments regardless of any mistakes that may have been overlooked.

The parties to this agreement agree that jurisdiction and venue for adjudication of any dispute shall be in a court of competent jurisdiction, located within Boston, Massachusetts

This agreement shall be construed in accordance with the laws of the Commonwealth of Massachusetts.

If any word, term, or provision of this agreement is found by any court of competent jurisdiction to be void, invalid or unenforceable, the remaining words, in terms, and provisions shall continue in full force and effect.

In the event that charges for art work are not included in this contract but artwork is created by Publisher, additional fees for set up and production will be billed.



Northshore Magazine  
is published by



16 Haverhill Street  
Andover, MA

ph (978) 623 8020  
fax (978) 623 8120

[www.nshoremag.com](http://www.nshoremag.com)

For advertising inquiries contact [sales@rmsmg.com](mailto:sales@rmsmg.com)