

# GRAFIKA

A magazine in the graphic media industry

Published by

**PHILIPPINE PRINTING TECHNICAL FOUNDATION, INC.**

CFA Compound, 2<sup>nd</sup> Floor, Room 208, SCC Chevalier Center Building

4427 Int. Old Sta. Mesa Street, Sta. Mesa, Manila

**Tels.** 713-0902/713-2671/**Fax** 713-0905 \* **E-mail:** pptf1967@gmail.com or pptfcpm@gmail.com \* **Website:** pptf.org

## ADVERTISING CONTRACT

Date: \_\_\_\_\_

Dear Sir/Madam:

This is to authorize the Philippine Printing Technical Foundation, Inc. to publish in the **Grafika** the advertising placement of \_\_\_\_\_ for which we agree to pay \_\_\_\_\_ (Php \_\_\_\_\_) only for \_\_\_\_\_ issue/s.

### Advertising Rates:

Open Spread (full color) . . . . . P30,000.00  
Outside Back Cover (full color).....P24,000.00  
Inside Front Cover (full color)..... P20,000.00  
Inside Back Cover (full color).....P20,000.00  
Inside Page (full color)..... .P14,000.00  
Inside Page (B & W) . . . . . P12,000.00  
One Half Page ½ (full color).....P10,000.00  
One Fourth Page ¼ (full color)..... P 8,000.00

### Corresponding Incentive:

with maximum two pages advertorials  
with maximum three pages advertorials  
with maximum two pages advertorials  
with maximum two pages advertorials

- **Discounts: 10% - (4 issues) ; 5% - (2 issues)**
- **CD Supplied with hard copy, color proofs and color separation required 10 days before printing schedule.**

### Specifications:

Size : 8.25"x11.75"  
Printing Area : 8.25"x11.25"  
Process : Offset  
Frequency : Quarterly  
Circulation : 4,000 copies  
Finished : Matt Lamination on Cover

**We hereby certify that our advertising material does not contradict the general and accepted principles of the print industry and shall not in any way adversely affect the good image of the Philippine Printing Technical Foundation. Moreover, we shall not hold the Foundation accountable for the error not corrected by our company and /or any of our authorized representatives.**

Signature over printed name  
of advertiser/authorized representative: \_\_\_\_\_

Advertiser (individual/company): \_\_\_\_\_

Designation of authorized representative: \_\_\_\_\_

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

Tel. Nos: \_\_\_\_\_ Fax No: \_\_\_\_\_