

Advertising in the 2018 Kosciusko County Visitor Guide

visitor guide

PHOTO

1/6 ad horizontal

4.875" w by 2.375" h

Your Logo Here
Tag-line, eight words or less

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**Phone number
website • email address
Street address**

PHOTO

1/12 ad

2.375" w by 2.375" h

Your Logo Here
Tag-line, six words or less

**Phone number
website • email address
Street address**

PHOTO

1/6 ad vertical

2.375" w by 4.875" h

Your Logo Here
Tag-line, eight words or less

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**Phone number
website • email address
Street address**

PHOTO

1/3 ad

4.875" w by 4.875" h

Your Logo Here
Tag-line, eight words or less

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**Phone number
website • email address
Street address**

2018 Kosciusko County Visitor Guide

Page 1 • Contract and Terms

Early Discount Deadline: Sept 15, 2017 • Full Price Ad Deadline: Nov 1, 2017

Early Discount Ad: In order to receive the early discount all materials along with payment in full must be received by 5:00 p.m. Sept 15, 2017

Full Price Ad: All materials along with payment in full must be received by 5:00 p.m. Nov 1, 2017.

PLEASE CHECK ONE OF THESE THREE OPTIONS:

Pick up the SAME LISTING/AD as last year. NO CHANGES.

Check ad size below.

Sign and return the contract (page 2).

You will not receive another "no change" verification if you mark this box.

Pick up SAME SIZE AD as last year WITH CHANGES.

Check ad size below.

Sign and return the contract (page 2).

A form will be sent after we receive your contract.

NEW AD SIZE or NEW ADVERTISER.

Check ad size below.

Sign and return the contract (page 2).

Additional forms will be sent after we receive your contract.

Check One	Type of Ad	Dimensions	Early Discount	Full Price
<input type="checkbox"/>	Cover, Inside Front	7.9375" w by 10.875" h (+. 25" bleed)	\$3,055	\$3,215
<input type="checkbox"/>	Cover, Inside Back	8.5" w by 10.875" h (+. 25" bleed)	\$2,650	\$2,780
<input type="checkbox"/>	Cover, Back	8.5" w by 10.875" h (+. 25" bleed)	\$3,055	\$3,215
<input type="checkbox"/>	Inside Last Page	8.5" w by 10.875" h (+. 25" bleed)	\$2,480	\$2,580
<input type="checkbox"/>	1-Page	7.5" w by 10" h	\$2,350	\$2,450
<input type="checkbox"/>	2/3 Page Vertical	4.875" w by 9.875" h	\$1,750	\$1,830
<input type="checkbox"/>	1/2 Page Horizontal	7.5" w by 5" h	\$1,425	\$1500
<input type="checkbox"/>	1/3 Page Square	4.875" w by 4.875" h	\$995	\$1,045
<input type="checkbox"/>	1/3 Page Vertical	2.375" w by 9.875" h	\$995	\$1,045
<input type="checkbox"/>	1/6 Page Horizontal	4.875" w by 2.375" h	\$561	\$590
<input type="checkbox"/>	1/6 Page Vertical	2.375" w by 4.875" h	\$561	\$590
<input type="checkbox"/>	1/12 Page	2.375" w by 2.375" h	\$335	\$360
<input type="checkbox"/>	Listing Only		\$199	\$210
<input type="checkbox"/>	Additional Listing		\$125	\$150
<input type="checkbox"/>	Dining Grid Only		\$128	\$140
<input type="checkbox"/>	Faith Page Listing		\$101	\$110
<input type="checkbox"/>	Corporate Partnership		NA	\$810

Page 2 • Contract and Terms

Early Discount Deadline: Sept 15, 2017 • Full Price Ad Deadline: Nov 1, 2017

Early Discount Ad: In order to receive the early discount all materials along with payment in full must be received by 5:00 p.m. Sept 15, 2017

Full Price Ad: All materials along with payment in full must be received by 5:00 p.m. Nov 1, 2017.

Please read carefully, then check your agreement to the terms:

PROOFS

Each advertiser will receive two (2) proofs of the display ad and the listing.

- Proof 1 will show the ad layout and the listing as they will appear in publication, based upon the information that you have provided on these forms.
- Proof 2 will be sent in case there are additional changes.

If changes are made after proof 3, an additional cost of \$25 per proof will be charged. Each proof will include a response deadline. Changes and corrections must be received by the date on the proof, or the ad will run as is.

LISTINGS

All display ads receive one (1) free listing in category of choice. Additional listings may be purchased.

Display ads in the dining section receive a mention in the Dining Grid, free of charge.

Listings must be 30 words or less (these 30 words are in addition to your business name, address, phone number, and email).

Listings over 30 words in length will be charged an additional \$5 per word.

PAYMENT OPTION 1: Paid in full due Sept 15, 2017 with early discount

Check this box if you choose Option 1 for a discounted ad/listing price electing to have all materials and full payment received by 5:00 p.m. on Sept 15, 2017.

PAYMENT OPTION 2: Paid in full due Nov 1, 2017 for full price

Check this box if you choose Option 2 to pay full price for your ad/listing and to have all materials and full payment in by 5:00 p.m. on Nov 1, 2017 to be included in the guide.

(Our apologies, but all ads/listings must be paid in full to be included in the 2018 visitor guide beginning with this 2017 sales cycle)

PAYMENT

The CVB accepts credit cards and checks for payment. If you choose Option 1 and are unable to pay in full and/or deliver materials by Sept 15 deadline, then you will be charged at the full price ad rate and your deadline for delivery will be moved to Nov 1. All ads must be paid in full and all materials must be received by 5:00 p.m. on Nov 1 to be included in the guide beginning with this 2017 sales cycle for the 2018 guide. We are no longer extending payment options beyond the guide production schedule.

Please check this box if you would like your total amount due in two payments. Half to be paid upon signing of contract with balance due by 5:00 p.m. Sept 15 for Option 1, and by 5:00 p.m. Nov 1 for Option 2.

I have read and agree to advertising contract terms and understand that if materials and payment in full are not both received by Nov 1, 2017, my ad or listing will not be included in the book.

Advertising contract is not valid if verification box is not checked.

Total Rate: _____ Business Name: _____

Authorized by (Please Print Name) : _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Customer Signature: _____ Date: _____

One of these two boxes must be checked:

Please send proofs in PDF format via email. Please send proofs via regular postal mail.

As a reminder:

- **Option 1** – To receive the early discounted price, FULL payment and ALL materials **must be received by Sept 15, 2017** (completed contract with option selected and signed, forms, logo, photo, etc.)
- **Option 2** – The full price ad option must have FULL payment and ALL materials **received by Nov 1, 2017** to be included in the guide (completed contract with option selected and signed, forms, logo, photo, etc.)
- **The CVB now accepts credit card payments**

Kosciusko County CVB, 111 Capital Dr, Warsaw IN 46582 • 574-269-6090 • 800-800-6090 • fax 574-269-2405 • Tina@koscvb.org