



ADVERTISING SPECS CARD

2020 Kosciusko County 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

ADVERTISING RATE CARD

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Early Discount Deadline: Oct 1, 2019: In order to receive the early discount all materials along with payment in full must be received by 5:00 p.m. Oct 1, 2019

Full Price Ad Deadline: Nov 1, 2019: All materials along with payment in full must be received by 5:00 p.m. Nov 1, 2019.

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)	\$3,203	\$3,376
<input type="checkbox"/>	Cover, Inside Back	8.5" w by 10.875" h (+. 25" bleed)	\$2,783	\$2,920
<input type="checkbox"/>	Cover, Back	8.5" w by 10.875" h (+. 25" bleed)	\$3,203	\$3,376
<input type="checkbox"/>	Inside Last Page	8.5" w by 10.875" h (+. 25" bleed)	\$2,605	\$2,710
<input type="checkbox"/>	1-Page	7.5" w by 10" h	\$2,468	\$2,573
<input type="checkbox"/>	2/3 Page Vertical	4.875" w by 9.875" h	\$1,838	\$1,922
<input type="checkbox"/>	1/2 Page Horizontal	7.5" w by 5" h	\$1,490	\$1,575
<input type="checkbox"/>	1/3 Page Square	4.875" w by 4.875" h	\$1,040	\$1,098
<input type="checkbox"/>	1/3 Page Vertical	2.375" w by 9.875" h	\$1,040	\$1,098
<input type="checkbox"/>	1/6 Page Horizontal	4.875" w by 2.375" h	\$588	\$620
<input type="checkbox"/>	1/6 Page Vertical	2.375" w by 4.875" h	\$588	\$620
<input type="checkbox"/>	1/12 Page	2.375" w by 2.375" h	\$347	\$378
<input type="checkbox"/>	Listing Only		\$210	\$220
<input type="checkbox"/>	Additional Listing		\$132	\$147
<input type="checkbox"/>	Dining Grid Only		\$132	\$147
<input type="checkbox"/>	Faith Page Listing		\$105	\$115
<input type="checkbox"/>	Corporate Partnership		NA	\$850

PLEASE CHECK ONE OF THESE THREE OPTIONS:

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

Check ad size above.

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 above.

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 above.

Sign and return the contract (page 2).

Additional forms will be sent after we receive your contract.

CONTRACT AND TERMS

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PLEASE READ CAREFULLY, THEN SIGN AND RETURN

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 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 Oct 1, 2019 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 Oct 1, 2019.

PAYMENT OPTION 2: Paid in full due Nov 1, 2019 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, 2019 to be included in the guide.

PAYMENT

If you choose payment Option 1 and are unable to pay in full and/or deliver materials by Oct 1 deadline, then you will be charged at the full price ad rate and your deadline for delivery will be moved to Nov 1. We apologize but we are no longer able to extend payment plans beyond the guide production schedule. Checks are accepted. The CVB also accepts credit cards where a 2% processing fee will apply.

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. Oct 1 for Option 1, and by 5:00 p.m. Nov 1 for Option 2.

Total Rate: _____ Business Name: _____

Authorized by (Please Print Name) : _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Customer Signature: _____ Date: _____