

# ADVERTISING CONTRACT

## 2016 Tuolumne County Vacation Planner

**100,000 Vacation Planners** will be printed and distributed through travel shows, advertising leads, individual requests, member businesses and key distribution channels.

**Reserve and pay for your ad in full by September 30th, 2015 and receive 15% off your ad cost.**

Advertising Business: \_\_\_\_\_

Owner, Manager or Authorized Agent: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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

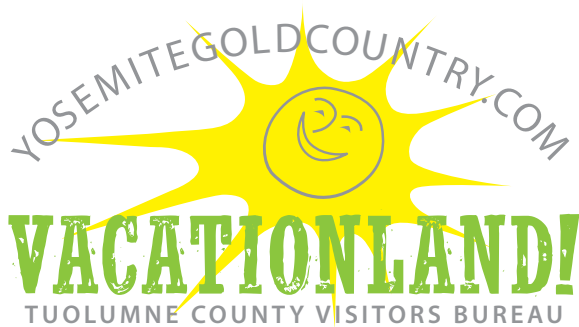
PO Box: \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Size: \_\_\_\_\_  Vertical  Horizontal

Rerun with no changes

Issue \_\_\_\_\_ Year \_\_\_\_\_



To reserve advertising space for your business contact the Tuolumne County Visitors Bureau (209) 533-4420.

OR CONTACT:

**KAREN FOREMAN**

**Partnerships and Visitor Services Manager**

**(209) 533-4420 office**

**(209) 533-0956 fax**

karen@gotuolumne.com

TCVB Rep: \_\_\_\_\_ Date: \_\_\_\_\_

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

**COST** (see reverse for ad specs and pricing) \_\_\_\_\_

Less full payment discount of 15% if applicable \_\_\_\_\_  
(Ad must be paid in full by September 30, 2015)

**TOTAL** \_\_\_\_\_

Check # \_\_\_\_\_

To pay with your VISA, MasterCard, American Express or Discover card please fill out the information below:

Card Number \_\_\_\_\_

Expiration Date   VCode

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**1**  
**Full Page Bleed**  
 8.625" x 11.125" Includes Bleed  
 Live area 7.5" x 10"  
 Live area >

**2**  
**Full Page**  
 7.5" x 10"

**3**  
 1/2 H

**5**  
 1/3 Square

**4**  
 1/3 V

**6**  
 1/4

**9**  
 1/8 V

**10**  
 1/8 H

**7**  
 1/6 V

**8**  
 1/6 H

**11**  
 1/12

## Ad Specifications & Rates

Guidebook pages are 8.375" x 10.875" with three 2.312" columns on the page.

| SIZE (all ads are 4-Color)                    | Width  | Depth   | Rate   |
|---|--------|---------|--------|
| <b>1</b> Full Page (size includes .125 bleed) | 8.625" | 11.125" | \$4700 |
| <b>2</b> Full Page (non bleed)                | 7.5"   | 10"     | \$4700 |
| <b>3</b> 1/2 Page, horizontal                 | 7.5"   | 4.875"  | \$2800 |
| <b>4</b> 1/3 Page, vertical                   | 2.312" | 10"     | \$2150 |
| <b>5</b> 1/3 Page, square                     | 4.875" | 4.875"  | \$2150 |
| <b>6</b> 1/4 Page, special                    | 3.625" | 4.875"  | \$1500 |
| <b>7</b> 1/6 Page, vertical                   | 2.312" | 4.875"  | \$1200 |
| <b>8</b> 1/6 Page, horizontal                 | 4.875" | 2.312"  | \$1200 |
| <b>9</b> 1/8 Page, vertical                   | 2.312" | 3.625"  | \$950  |
| <b>10</b> 1/8 Page, horizontal                | 3.625" | 2.312"  | \$950  |
| <b>11</b> 1/12 Page, square                   | 2.312" | 2.312"  | \$700  |



Magazine Trim Size: 8.375" x 10.875"

## ALL ADS ARE FULL COLOR!

### Artwork due: September 30, 2015

**MECHANICAL SPECIFICATIONS:** Include a sketch of any change to layout provided. Print legibly any copy to be added. Ads, logos or photographs should be provided in digital format, i.e. 300 DPI CMYK jpeg, eps with outlined fonts, or pdf format. Ads must be submitted in digital format.

#### EMAIL ARTWORK TO:

goughdesign@gmail.com | Linda Gough (209) 352-5799

#### DIGITAL REQUIREMENTS

(ALL FILES / FORMATS MUST BE CMYK)

- Adobe Photoshop (uncompressed jpeg), 300 DPI at final size.
- PDF documents must be created and saved for high resolution printing.

**WE DO NOT ACCEPT:** Microsoft Office – PowerPoint, Publisher, or Microsoft Word; Quark, Corel, etc. documents (convert to eps, save as PDF for press quality, or supply a 300 DPI CMYK jpeg).

**PRODUCTION SERVICES:** Ad design and imaging for ads not supplied at the above specifications will be billed at \$60 per hour, \$30 minimum. Artwork or photography requiring outside services will be billed at cost plus 25%.