

The 2010 *Official* Central Massachusetts & Worcester County Visitors Guide



Reservation Deadline: February 22, 2010 • Materials Deadline: No later than March 1, 2010

2010 Spring/Summer Visitor Guide Print Advertising Contract

Company / Business Name: _____
 Contact Person: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Billing Address (if different from Above): _____
 Authorized signature: _____
 Title: _____ Date: _____

2010 Member Advertising Rates
(Full year commitment)

Size	Four Color	25 % Rebate
Full Page	\$5,080	\$1,270
½ page	\$2,960	\$740
¼ page	\$1,640	\$410
1/8 page	\$1,300	\$325
Back cover	\$5,920	\$1,480
Inside front cover	\$5,680	\$1,420
Inside back Cover	\$5,450	\$1,362.50

2010 Member Advertising Rates
(Single issue)

Size	Four Color	10% Rebate
Full Page	\$2,540	\$254
½ page	\$1,480	\$148
¼ page	\$820	\$82
1/8 page	\$650	\$65
Back cover	\$2,960	\$296
Inside front cover	\$2,840	\$284
Inside back Cover	\$2,725	\$272.50

Check below which ad you would like for the Visitor Guide:

Full year commitment:*

- Back cover, \$5,920 Inside front cover, \$5,920 Inside back cover, \$5,450
 Full page, \$5,080 1/2 page, \$2,960 1/4 page, \$1,640 1/8 page, \$1,300

Single issue commitment:*

- Back cover, \$2,960 Inside front cover, \$2,840 Inside back cover, \$2,725
 Full page, \$2,540 1/2 page, \$1,480 1/4 page, \$820 1/8 page, \$650

For 1/2 or 1/4 page ads, please check one: Horizontal Vertical

Price: \$ _____
 Non-member surcharge: \$ _____
 Ad Design and Production Fee (if applicable): \$ _____
 Total Due: \$ _____

*This contract promises a 10% rebate to those members of the Central Massachusetts CVB who are in good standing and commit to a single issue of the Visitor Guide, and a 25% rebate to those who commit to a full year of advertising. All rebates sent upon receipt of full payment.

Charge my credit card below

Check enclosed

Bill me

(Please make all checks payable to the *Central Massachusetts Convention & Visitors Bureau*)

OR

Charge my credit card (circle one): MC Visa AMEX Discover

Name on Card: _____

Expiration Date (month/year): _____ Credit Card #: _____

Complete Billing Address: _____

Security Card code _____ Billing Address Zip Code: _____

Technical Specifications:

Digital Ads: must be prepared as Acrobat 4.0 and above (press optimized) PDFs, or as an InDesign file converted to CMYK. Please make sure that all files are high resolution at 100%, photos must be at least 300 dpi and fonts need to be embedded with a PDF or included on disk with the other file formats. True Type fonts will not be accepted.

Color Ads: must be made into 4c process (CMYK), or there will be an additional charge to change them over. All photos for 4c ads must be in CMYK mode. Ad files sent on disk must include a color proof. Ads sent as PDF files via e-mail, must have a color proof mailed separately.

Files supplied should be on zip disk or CD for MAC. Print the directory from disk showing all files. Include all fonts as well as embedded fonts in Illustrator or Freehand EPS files.

The advertiser is responsible for ensuring that a PDF file is prepared correctly. If it is not set up properly, problems may result as we cannot edit your PDF file.

We will not accept:

- Quark "Save page as EPS" files
- Ads created in Microsoft Word
- Images from websites or faxes, as they are too low in image resolution

Ad Design and Production: Should you require assistance producing your ad, the Central Massachusetts Convention & Visitors Bureau will be happy to provide services in ad design and production for an additional 17% agency fee added to the ad price. Price of ad design **does not apply** to rebates. Should you have any questions, please contact Lauren at the numbers listed below.

Contract terms: 1.) Publisher agrees to print advertisement described on this contract for the organization listed for the stated price. No verbal contract will be recognized. 2.) The Central Massachusetts Convention & Visitors Bureau reserves the right to reject any advertising. 3.) Advertisers and agencies assume responsibility and liability for all claims against the Central Massachusetts Convention & Visitors Bureau arising from printed content of advertising. 4.) Every effort will be made to place your ad in the location you wish; however, final ad placement will be at the discretion of the publisher. 5.) All rates are net.

Contact **Lauren Carroccia at Central Massachusetts CVB** to reserve your space today.

Tel: (508) 755-7400 Fax: (508) 754-2703 E-mail: lcarroccia@worchester.org

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