

Placer County Visitor Guide 2009 Advertising Insertion Order



Advertiser _____
 Contact Name _____ Title _____
 Business Address _____
 City _____ State _____ Zip _____
 Phone number _____ E-mail _____ Fax number _____

**Reserve your space today and get a listing on www.PlacerCountyVisitorGuide.com
 CALL 530.346.7160**

Advertising Deadlines

Closing Date *December 20*
 Ad payment *December 20*
 Camera-ready electronic artwork *January 12*
 Guide distribution begins *March 2009*

Full page \$2225
 7.375" x 9.875" (44p3 x 59p3)
 or full bleed trim to 8.375" x 10.875" (50p3 x 65p3)

Premium full page placement \$2559
Back cover
Inside front cover or spread, per page not available
Inside back cover or spread, per page
Center spread, per page

Please select ad size(s)	Rate
<input type="checkbox"/> 1/16 page	\$261
<input type="checkbox"/> 1/8 page	435
<input type="checkbox"/> 1/4 page	696
<input type="checkbox"/> 1/2 page	1304
<input type="checkbox"/> Full page.....	2225
<input type="checkbox"/> Full page premium place.....	2559

Total enclosed _____

Payment by credit card

Visa Mastercard

Exp. Date _____ 3 digit # on back of card _____

Signature _____

 Name as printed on card

 Billing address street

 Billing address city state zip

Artwork Requirements

Ad insertion fees include ad layout, one proof. Revisions \$85 per hour. Customer or agency artwork files may be submitted electronically or on a CD.

Ads are printed using four color process (CMYK). Spot color and RGB color must be converted to CMYK before submission. Please request RGB to CMYK printer profile for best print results. Please supply a hard copy proof of the ad via fax (530.346.7160) or mail. Include advertiser name with the proof.

Acceptable ad formats include:

EPS (all type converted to outlines), TIF, JPG, PSD, PDF (please send typefaces with file) TIF, JPG or PSD files should be prepared at 300 dpi at the finished size for best results.

Submit electronically to

ads@PlacerCountyVisitorGuide.com

Call 530.346.7160 for technical support if needed.

<p>1/4 page \$696 3.6" x 4.8" 21p6 x 29p</p>	<p>1/8 page \$435 3.6" x 2.3" 21p6 x 14p</p>
<p>1/2 page \$1304 7.375" x 4.8" 44p3 x 29p</p>	<p>1/16 page \$261 1.75" x 2.3" 106x14p</p>

Submit payment/CD to Blue Cat Studio, Inc. • attn Advertising PCVB Guide • PO Box 1358 (US mail) 55 So. Main Street (deliveries) • Colfax, CA 95713 • 530.346.7160 • ads@PlacerCountyVisitorGuide.com

Placer County Visitor Guide Advertising Policies

1. Terms and Billing Procedures

- 50% deposit due on ad insertion order
- 50% balance due by January 15

2. Contracts

Contract period is for the annual 2009 Placer Visitor Guide. Advertising must be inserted on or before December 20, 2008.

3. Rates

Rates are subject to change upon notice from the publisher. Rates are exclusive of all federal, state, municipal, or other political subdivision, excise, sales, use, property, or like taxes now in force or enacted in the future.

4. Due Dates and Regulations

- a) Ads are non-cancellable after December 20. Changes in order will not be guaranteed after December 20
- b) Advertising material not received by December 20, 2009 will not be entitled to revisions, changes, approvals or color matching.

5. Copy and Contract Regulations

- a) All insertion orders are accepted subject to provisions of the current ad rates.
- b) All advertising and its contents are subject to acceptance by Publisher, Blue Cat Studio, Inc. (BCSI) and Placer County Visitors Bureau (PCVB). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, contract or position commitment at any time without cause.
- c) Publisher reserves the right to edit all copy and refuse advertisements that are not deemed suitable for publication, or do not conform to policies of the publisher, as determined by the publisher.
- d) The publication of an advertisement by publisher is not an endorsement of the advertiser or the products or services advertised.
- e) Publisher assumes no responsibility for claims or statements made in an advertisement.
- f) If advertising material appears in an editorial-like format, the publisher reserves the right and must add the word "advertisement" prominently above or below the copy.
- g) Publisher shall have no liability for errors in material submitted by the advertiser or its agent. This includes electronic materials

h) Publisher assumes no responsibility or liability for loss of profit, loss of business, or any other damage as a result of any error or omission in or related to an advertisement.

i) Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, or copyright infringements.

j) Any order may be cancelled by the publisher if the advertiser or agent fails to pay accounts when due.

k) Publisher reserves the right to select advertisement location unless advertiser has paid for a special position.

l) Any disputes between publisher and/or advertiser and/or advertiser's agency will be decided by an independent arbitration service selected by Publisher.

m) Conditions, other than rates, are subject to change by publisher without notice.

n) Publisher and advertiser are not liable for delays in delivery and/or nondelivery including but not limited to an act of God, action by any governmental or quasi governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor shortage, transportation interruption of any type, work slowdown, or any condition beyond the control of the publisher.

o) Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that advertising was published.

p) If advertiser and/or its advertising agency fails to pay such monies as are due and payable to Publisher, advertiser agrees to pay all costs, including reasonable attorney's fees expended in collecting overdue charges and interest on the unpaid balance at the rate of 1.5 % per month or the maximum lawful rate, whichever is higher.

q) No conditions other than those set forth in the advertising rate sheet from BCSI and PCVB shall be binding on the publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of BCSI/PCVB rate sheet.