

Official Visitor Guide

To Colorado Springs and the
Pikes Peak Region



Advertising Contract 2012

NEW! Pay online at: <http://payment.visitcos.com>

Advertiser Name _____
 Primary Contact _____
 Address _____
 City/State/Zip _____
 Telephone _____
 Fax _____
 E-mail _____

Advertiser agrees to buy, and Publisher (Official Visitor Guide) agrees to publish advertising as follows:

AD SIZES & PRICES

Please **CIRCLE** the ad size you wish to purchase. Ads **MAY NOT** include coupon offers. Prices are net of agency commission.

Full Page (w/bleed) 8.5" x 11.375" \$11,599	Full Page (no bleed) 7.25" x 10" \$11,599	2/3 Page Vert. 4.875" x 10" \$7,999
1/2 Page Horizontal 7.25" x 4.875" \$6,499	1/2 Page Vertical 3.5" x 10" \$6,499	1/3 Page Square 4.875" x 4.875" \$4,299
1/3 Page Vertical 2.25" x 10" \$4,299	1/4 Pg. Vertical 3.5" x 4.875" \$3,299	1/6 Page Vertical 2.25 x 4.875" \$2,249

ADDITIONAL OPPORTUNITIES - Please Check

- Coupon 3.5" w x 1.625" **\$549 each (no discounts)**
Coupons only available to those who are also purchasing an ad.
- Additional Listing **\$129 each (no discounts)** If purchasing additional listings, indicate on OVG order form the category(ies) and copy if it differs from category to category.
- Enhanced Listing **\$109 each (no discounts)**
- Photo + Caption **\$299 each (no discounts)**
 Premium Placement (see rate card pricing)
 Premium placement shall be at the Publisher's sole discretion and will be managed on a first-come, first-served basis with previous year's advertisers having right of first refusal, and no exceptions nor verbal commitment by any person(s) shall void this policy.

➔ NEW OR EXISTING AD? Please check

- New Ad Use 2011 Ad (no changes)
 New Coupon Use 2011 Coupon (no changes)
 If your 2011 coupon had an expiration date, you **must** submit a new file.

COST CALCULATOR

AD COST (see rate sheet) (1) \$ _____
 Less 10% Early Bird Discount* (2) \$ _____
 + Coupon(s) \$545 each (Option 1) (3) \$ _____
 + Additional Adv. (Options 2-4) (4) \$ _____
 = Total Due (5) \$ _____
 50% deposit due Oct. 17, 2011 (6) \$ _____
 50% balance due Dec. 15, 2011 (7) \$ _____

*10% Early Bird Discount applies only to contracts received with 50% deposit by Oct. 3, 2011 and final payment by Dec. 15, 2011. Accounts are due and payable as listed on this contract. Failure to pay as agreed may result in the ad not running and will result in billing at full rate with finance charge of 1.5% per month on accounts over 30 days past due. Advertiser liable for all collection costs and attorneys' fees. No ads may be placed in 2012 if there is an outstanding balance for any previous year.

COSTS AND TERMS

Advertiser agrees to pay a total of \$ _____ (line 5 from Cost Calculator) for specified advertisement and additional opportunities per the following terms and conditions:

10% Early Bird ad reservation with 50% deposit due..... Oct. 3, 2011
 Ad reservation with 50% deposit due..... Oct. 17, 2011
 Ad materials due Nov. 1, 2011
 Remaining balance due..... Dec. 15, 2011
 Publication date..... Jan. 16, 2012

Payment Enclosed Bill Advertiser Bill Agency Paid Online
Regardless of how the ad is billed and paid, the 50% payment must be received by Oct. 3, 2011 in order to receive the 10% discount.

Agency Name _____
 Address _____
 City/State/Zip _____
 Contact _____ Phone _____

PUBLISHER'S POLICIES

This contract is the only agreement between the two parties and is not subject to cancellation or refund. In the event all advertising materials are not provided to publisher's specifications and deadlines, the publication of the name, address and phone number of the advertiser will be considered in compliance with the terms of this advertising agreement.

The Official Visitor Guide to Colorado Springs and the Pikes Peak Region will not be bound by any condition, printed or otherwise, appearing on insertion orders, copy instructions, copy itself, or contracts when such conditions conflict with Official Visitor Guide's policies or the provisions of this order form. Advertisers and their advertising agencies assume liability for all contents (including text, representation, and illustration) of advertising and also assume responsibility for any claims arising against the publisher as a result thereof.

Publisher reserves the right to refuse any advertisement which is considered to be (at publisher's sole discretion) in poor taste, a diversion from the general objectives of this publication or a "coupon style" ad. Publisher has made every effort to maintain the accuracy of information included in the Official Visitor Guide and accepts no responsibility for errors, changes or omissions.

Publisher shall not be responsible or liable for failure to publish any advertisement or copy when caused by fires, labor dispute, strike, government restrictions, war, riot, insurrection, acts of terrorism, natural disasters, weather, acts of God or other circumstances beyond the reasonable control of Publisher.

If failure to publish any advertisement copy of advertiser is the fault of Publisher, the sole liability of Publisher shall be the return of the actual amount paid by advertiser and in no event will Publisher be liable for any lost profits or consequential, special or any other damages of any kind. Failure to pay for ad placement as outlined by this contract may result in the Publisher not publishing the ad.

MECHANICAL REQUIREMENTS & SPECIFICATIONS

Please refer to the **2012 Rate Card** for file information and guidelines. The Rate Card guidelines are a part of this legally binding contract.

Advertiser: My signature authorizes this order and I attest that I have authority to contract for this advertisement.

Signature _____
 Printed Signature Name _____
 Title _____
 Date _____

Publisher Information

Make checks payable to:
Official Visitor Guide
 515 S. Cascade Ave., Colorado Springs, CO 80903
Phone: 719.685-7641 (CVB) or 719.685.5894 (PPCAA)

New! Two color copies of ad required with each ad file. See rate card for details!

Please retain pink copy for your records and return white and yellow copies of this contract with 50% deposit check.