

# Warren County Tourism Department 2019 Travel Guide Advertising

## Advertising Contract/Ad Spec Sheet/Invoice

### Towns, Village, City, Chambers of Commerce Rates

➡ **DEADLINE: September 14, 2018** ⬅

<b>1/3 Page</b> 7-1/2 x 3-5/16	
<b>1/12 Page</b> 3-5/8 x 1-9/16	<b>1/12 Page</b> 3-5/8 x 1-9/16
<b>1/6 Page</b> 7-1/2 x 1-9/16	
<b>Full Page</b> 7-1/2 x 10 (no bleed)	

### Advertising Rates and Sizes

Circle your choice (rates are net)

<u>Size</u>	<u>Dimensions</u>	<u>Four-Color</u>
Full Page	7-1/2" x 10"	\$1,880
1/3 Page	7-1/2" x 3-5/16"	\$675
1/6 Page	7-1/2" x 1-9/16"	\$400
1/12 Page	3-5/8" x 1-9/16"	\$195

### Ad Specifications

Advertisements accepted electronically in pdf or high quality jpg.

No bleed ads accepted.

Colors must be defined as CMYK; artwork at 300 dpi.

When submitting a pdf file, save as pdf/x-1 a

**Full size, if emailed, must be under 9 MB.**

#### Please Note:

All fractional page ads **MUST** be supplied with a border.

If your previously placed ad requires edits, you must obtain your own designer and submit a new ad by deadline.

The Tourism Department **CANNOT** make alterations to existing ads or create new ads.

#### FOUR - COLOR ADS:

\_\_\_\_\_ Please use the same ad as appeared last year (on the enclosed tear sheet) without change.

\_\_\_\_\_ I will provide new 4-color pdf or jpg electronically (under 9 MB), per specs.

**ACCEPTED NO LATER THAN SEPTEMBER 14, 2018.**

**Electronic Ads: Submit by deadline to Leisa Grant: [grantl@warrencountyny.gov](mailto:grantl@warrencountyny.gov)**

**Make Check Payable to: WARREN COUNTY TREASURER - Return this form, payment to:**

Warren County Tourism Department • Attn: Travel Guide Advertising • 1340 State Route 9 • Lake George, NY 12845

Questions: Phone 518-761-6370 - Fax 518-761-6368

Ad size: \_\_\_\_\_ Amount of payment enclosed \_\_\_\_\_  
 Business Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Street Address \_\_\_\_\_ Telephone # \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Decision maker email \_\_\_\_\_

**CANCELLATION:** This contract will constitute an obligation by you to participate in this program. Cancellations will be accepted up to but no later than SEPTEMBER 14, 2018, with a refund of payment. Beyond SEPTEMBER 14, 2018 this contract is valid. **Note:** Advertisements are accepted subject to terms and provisions of the Warren County policy and procedures for acceptance of advertisements which includes, among other things, rejection of certain advertisements and your rights to appeal. A copy of the policy is available on request and will be furnished in the event that your ad is not, for any reason, accepted. Ads accepted on a first come, first served basis. No advertisement will be published unless payment of the full fee owed is received prior to the deadline date, as per Section V(A) of the Warren County Tourism Advertising Policy.