

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



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

Advertising Rates and Sizes

Circle your choice (rates are net)

Size	Dimensions	Four-Color
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

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.