



# Advertising Rate Sheet & Contract

## 2012 Bayfield County Visitor & Recreation Guide

|                                  |                                |             |
|----------------------------------|--------------------------------|-------------|
| <b>Business Name*</b>            |                                |             |
| Contact Person (Office use only) |                                |             |
| <b>Business Address*</b>         | Mailing Address (if different) |             |
| <b>Business City*</b>            | <b>State*</b>                  | <b>Zip*</b> |
| <b>Business Phone*</b>           | <b>Business Fax*</b>           |             |
| <b>Website*</b>                  | <b>Email*</b>                  |             |

\*As it will appear in guide

**TERMS OF CONTRACT:**

To reserve your ad space, fill out this contract COMPLETELY (front and back) **INCLUDING AN AUTHORIZED SIGNATURE**, and return it with payment and ad materials by **October 15, 2011**.

**Please mail contract, payment & ad materials to:**

Bayfield County Tourism & Recreation  
PO Box 832  
Washburn, WI 54891

**AUTHORIZATION**

By signing this agreement, you are verifying that your business has all up to date permits and licenses required for legal operation.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Printed name: \_\_\_\_\_

|  |  |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |
|--|--|--------|--|--------|---|-------|--|-------|---|---|-------|---|-------|---|-------|---|-------|
| <p><b>1. DISPLAY ADS:</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td><input type="checkbox"/> Full Page (7.5x10")</td> <td style="text-align: right;">\$1450</td> </tr> <tr> <td><input type="checkbox"/> 3/4 Page (7.5x7.437")</td> <td style="text-align: right;">\$1200</td> </tr> <tr> <td><input type="checkbox"/> 1/2 Page Horizontal (7.5x4.875")</td> <td style="text-align: right;">\$825</td> </tr> <tr> <td><input type="checkbox"/> 1/2 Page Vertical (3.625x10")</td> <td style="text-align: right;">\$825</td> </tr> </table> <p><b>*ALL ADS 1/2 PAGE OR LARGER RECEIVE 2 FREE LISTINGS*</b></p> <ul style="list-style-type: none"> <li>Display ad creation is included in the ad rate. Ads ½ page or larger or ads requiring extensive design work may require an additional cost. Please call for pricing questions/information.</li> <li>All display ads are 4-color, CMYK</li> <li>Each ad receives at least one complimentary directory listing that includes a 20-word description and contact information. Additional listings may be purchased.</li> </ul> | <input type="checkbox"/> Full Page (7.5x10")   | \$1450 | <input type="checkbox"/> 3/4 Page (7.5x7.437") | \$1200 | <input type="checkbox"/> 1/2 Page Horizontal (7.5x4.875") | \$825 | <input type="checkbox"/> 1/2 Page Vertical (3.625x10") | \$825 | <table style="width: 100%; border-collapse: collapse;"> <tr> <td><input type="checkbox"/> 1/4 Page Horizontal (7.5x2.312")</td> <td style="text-align: right;">\$550</td> </tr> <tr> <td><input type="checkbox"/> 1/4 Page Vertical (3.625x4.875")</td> <td style="text-align: right;">\$550</td> </tr> <tr> <td><input type="checkbox"/> 1/8 Page (3.625x2.312)</td> <td style="text-align: right;">\$325</td> </tr> <tr> <td><input type="checkbox"/> 1/16 Page (3.625x1.031")</td> <td style="text-align: right;">\$200</td> </tr> </table> <p><b>* DISPLAY ADS ABOVE RECEIVE ONE FREE DIRECTORY LISTING*</b></p> <p><b>PLEASE CHOOSE ONE OF THE FOLLOWING OPTIONS FOR DISPLAY ADS ONLY:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Run same ad as last year, no changes (no proof)</li> <li><input type="checkbox"/> Run same info as last year, freshen up with new look (proof will be sent)</li> <li><input type="checkbox"/> Run same ad as last year, with changes enclosed (proof will be sent)</li> <li><input type="checkbox"/> New ad materials enclosed (proof will be sent)</li> <li><input type="checkbox"/> Camera ready, press-quality PDF will be submitted with hard copy (no proof - 300 dpi, CMYK all fonts and artwork embedded)</li> </ul> | <input type="checkbox"/> 1/4 Page Horizontal (7.5x2.312") | \$550 | <input type="checkbox"/> 1/4 Page Vertical (3.625x4.875") | \$550 | <input type="checkbox"/> 1/8 Page (3.625x2.312) | \$325 | <input type="checkbox"/> 1/16 Page (3.625x1.031") | \$200 |
| <input type="checkbox"/> Full Page (7.5x10")   | \$1450   |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |
| <input type="checkbox"/> 3/4 Page (7.5x7.437")   | \$1200   |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |
| <input type="checkbox"/> 1/2 Page Horizontal (7.5x4.875")  | \$825  |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |
| <input type="checkbox"/> 1/2 Page Vertical (3.625x10")   | \$825  |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |
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| <input type="checkbox"/> 1/8 Page (3.625x2.312)  | \$325  |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |
| <input type="checkbox"/> 1/16 Page (3.625x1.031")  | \$200  |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |
| <p><b>2. DIRECTORY LISTINGS:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Free Directory Listing w/paid ad</li> <li><input type="checkbox"/> Directory Listing Only <span style="float: right;">\$50</span></li> <li><input type="checkbox"/> Addl. Directory Listing(s) # _____ @ \$35 ea</li> </ul>   | <p><b>3. TOTAL AMOUNT OWED:</b> \$ _____</p> <p><b>*ALL ADS AND DIRECTORY LISTINGS INCLUDE A 20 WORD DESCRIPTION (COMPLETE FORM ON BACK) PLUS COMPLETE CONTACT INFO (ABOVE)*</b></p> |        |  |        |   |       |  |       |   |   |       |   |       |   |       |   |       |

*Bayfield County reserves the right to decline advertising.*

