

# PAGOSA SPRINGS DINING GUIDE

## Summer/Fall 2012

25,000 copies of this informative, beautiful full-color glossy magazine will be printed and distributed at the Chamber of Commerce Visitor Center (inside & outside), Wyndham and in local hotel and motel rooms, rental units and racks all over Pagosa Springs from May to November.

## Contract/Rate Sheet

Ad Sizes (Designers should request ad requirement spec. sheet)

- Quarter Page ..... 3.7"W x 4.9"H
- Half Page Vertical ..... 3.7"W x 10"H
- Half Page Horizontal ..... 7.5"W x 4.9"H
- Full Page with margin ..... 7.5"W x 10"H
- Full Page with bleed ..... 8.625"W x 11.125" H (includes 1/8" trim allowance; live area 7.875"W x 10.375"H)

Rates	Standard	Menu Ad*
Quarter Page	\$300	\$200
Half Page	\$450	\$325
Full Page	\$750	\$475
Spread	\$1250	\$850

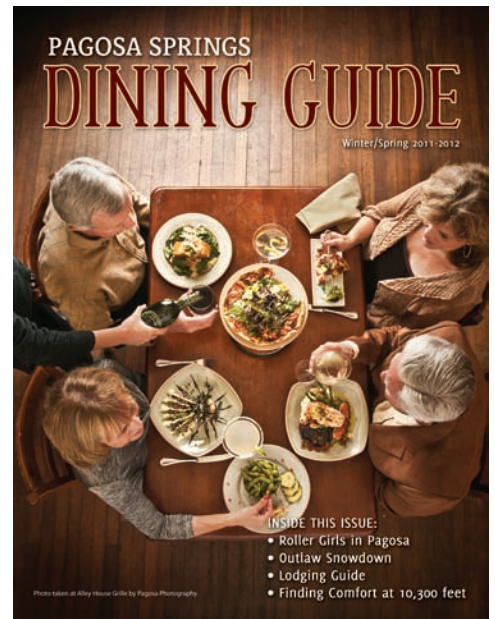
\*Discounted rates are for restaurants/dining establishments.  
Please add 25% for special placement.

### TERMS OF PAYMENT

All ads must be paid in full prior to printing. A 50% deposit is required to reserve space, before ad work commences. Deposit is non-refundable. 50% balance required upon ad approval, before printing. Sign off required on ALL ads.

Advertising reservation deadline: **March 30, 2012**  
 Electronic Ad deadline: **April 6, 2012**  
 Publication/distribution date: **May 15, 2012**  
 Magazine size: **8.375" x 10.875"**

Prices shown are for full color ads and include all design and art charges for one proof. Additional proofs will be billed on an hourly basis (\$45) excluding corrections. Premium charges apply to special placements, with first right of refusal being given to the advertiser who had the position in the previous issue. Ads designed by AdWorks LLC. are the sole property of the publisher and must be purchased for use in any other publication. All advertisers must fill out, sign and return this contract and pay a minimum 50% deposit to be considered having a space reservation. No ad will be run without a signed contract.



Advertiser/Name of Business \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 Ad Size \_\_\_\_\_

Run same ad, no changes  Run my ad with changes  Call me for new ad content  I will supply a digital print-ready ad  
 I understand that there is no charge for ad design, but that my ad is the property of the Pagosa Springs Dining Guide and must be purchased for use in any publication or form of advertising. I will comply with the payment terms and deadlines as described above.

Business Owner/Contact Person \_\_\_\_\_ Date \_\_\_\_\_