

DISPLAY ADVERTISING SPACE CONTRACT

Please enter my order for an ad in the Arts Guide 2013. I agree to the terms and conditions below.
Website placement available at any time during the year.

<input type="checkbox"/> Front cover Image: publisher's choice	\$1,100
Full color image, with attribution plus 250 word description on contents page.	
<input type="checkbox"/> Full Page 5"W x 8"H.....	\$695
<input type="checkbox"/> Half Page	\$445
<input type="checkbox"/> HORIZONTAL: 5"W x 4"H or <input type="checkbox"/> VERTICAL: 2-1/2"W x 8"H	
<input type="checkbox"/> Quarter Page	\$295
<input type="checkbox"/> HORIZONTAL 5"W x 2"H or <input type="checkbox"/> VERTICAL 2-1/2"W x 4"H	
<input type="checkbox"/> 1 Column X 3" (2-1/2"W x 3"H)	\$200
<input type="checkbox"/> 1 Column X 2" ((2-1/2"W x 2"H)	\$150
<input type="checkbox"/> Special Placement: <input type="checkbox"/> Inside Front or <input type="checkbox"/> Inside Back	(add 10%) \$_____
<input type="checkbox"/> Special Placement: <input type="checkbox"/> Outside Back Cover (add 20%)	\$_____
<input type="checkbox"/> Website placement (included FREE with print ad) per year:	\$150
Includes ad placement in appropriate business category gallery with link to your website.	
<input type="checkbox"/> Online studio or gallery Pages (includes initial design) per year:	\$200
Ideal solution for anyone without a website. Pages are linked on the Arts Guide website.	
Total Amount Due: \$_____	
Pay in full by September 30th for 10% off the price of your ad.	

Check enclosed for Payment in full; 50% deposit

Company _____

Contact _____

Address _____

City/State/Zip _____

Tel: _____ Email: _____

TERMS: Minimum Deposit of 50% due at time of order. Balance due by December 1, 2012. ad will not run if payment in full is not received by 12/1/2012, unless other payment arrangements have been made. **PLEASE NOTE:** no refund of deposit if ad doesn't run due to lack of final payment. **ALL COPY IS DUE BY DECEMBER 31, 2012.** We will design your ad for a nominal charge of \$25. If you wish to create your own ad disk-ready, please send it as a PDF. Full color ad files must be CMYK. **REMINDER: ALL COPY IS DUE BY DECEMBER 31, 2012.**

I need help creating my ad. I have included a rough draft of my ad and \$25 design fee.

Please repeat my ad from last year Please change my ad from last year (include last year's ad with changes marked)

New Ad copy enclosed. I will send disk-ready copy by _____

Send this form along with your payment made out to: *Mozelle! Studio*

PO Box 376 • Deer Isle ME 04627 tel: 460-2329 • farr.maureen@gmail.com

www.artsguides.com • www.mozellestudio.com

September 1, 2011

Dear friends:

Once again, summer has rushed us off towards fall – that beautiful season of cool days and crisp nights that we all love. This summer has brought us record highs – at least in temperatures – and I hope your business has seen some highs as well.

And again this year, I have decided to keep ad rates low in order to insure that local businesses can continue to advertise where it works the best.

SPECIAL DEALS for September only!
UP-SIZE your ad and take an additional 10% off the price!

For example, if you normally run a 1/4 page ad (Rate: \$295) and increase the size to a 1/2 page ad (rate \$445), that larger ad will cost you only \$356 if you pay in full by September 30th! So check out the rate sheet, make your decision, and deduct anywhere from 10-20% off the price by paying in full before Sept. 30th. Hurry! This special extra 10% off is only valid through September 30th.

Whatever you decide, I assure you that Arts Guide will continue to provide the same high standard of coverage of the arts, dining, entertainment, maps, and drives as it has for the past twelve years.

We will continue to offer excellent editorial content, to print in full color on the same high quality paper, and to distribute thousands of free copies throughout our coverage area from early June through Columbus Day 2013.

With my sincere thanks for your attention to this letter, I wish you a lovely winter and a profitable year in 2013! I look forward to adding your business ad to the pages of Arts Guide in 2013.

All my best,



Maureen Farr
Publisher

PS. Please respond early so I can hold your place!