

All ads include listing in "Lure" Brochure.  
See inside of rate sheet.

### 1. ADVERTISING RATES\*\*

Please Check Your Desired Ad Size  
Also see "Graphic Production"

#### AD SIZES

- \_\_\_ **Full Page** ..... \$1785  
(8" x 9") - Full Bleed
- \_\_\_ **1/2 Page** ..... \$1045  
(4" x 9" - Back Cover) - Full Bleed  
(3.5" x 8.25" - Vertical)  
(7.5" x 4" - Horizontal)
- \_\_\_ **1/4 Page** ..... \$635  
(3.5" x 4")
- \_\_\_ **1/8 Page** ..... \$340  
(3.5" x 2")
- \_\_\_ **Map Page Ad** ..... \$110  
(2" x 1")  
Must be combined with larger display ad.

\*\*Non-member rate available by adding \$150 to any of the above rates.

### 2. SPECIAL LOCATION ADS

(1/2 page minimum ad size)

- \_\_\_ add 15% for ads on pages 3 & 4 and the center spread.
- \_\_\_ add 25% for back cover.

### 3. IMPORTANT DATES

- ★ October 5 - Advertising Deadline
- January 2010 - Circulation Date

### 4. SEND ALL ADVERTISING CORRESPONDENCE TO:

c/o Henley Graphics  
P.O. Box 325  
Loudonville, Ohio 44842  
1-800-772-5488  
Fax: 419-994-3396  
E-Mail: Larry@Henley-Graphics.com

Date \_\_\_\_\_ Phone \_\_\_\_\_

Business \_\_\_\_\_

Advertising Manager \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

<input type="checkbox"/> I Would Like My Proof Mailed To Me	† To accommodate our customers who enjoy using their computers to view their proof we can now post your proof on our web site for you to view at your convenience. Once your job is ready we will e-mail you a link to your proof.
<input type="checkbox"/> I Would Like To View My Proof On-Line †	
<b>E-Mail Address:</b> _____	

#### AD PLACEMENT

Pages 3 & 4, the center spread, map ads and back cover ads are the only "Special Locations." Current "Special Location" advertisers have limited time to first right of refusal with full-page advertisers having priority. "Special Locations" are first come first served.

#### GRAPHIC PRODUCTION

Nominal copy changes to ads are included in the ad rates. Graphic design/typesetting & layout of \$20 or more will be billed to the advertiser. Quotes/Estimates available upon request. Rates are based on \$40/hour. Camera ready art will be accepted only in the form of an electronic file built to correct size: PDF, high resolution graphic files (300 dpi minimum, CMYK color mode).

#### VISITORS GUIDE COPY INSTRUCTIONS

- Same ad as last year     Use my ad from \_\_\_\_\_ (Please note any changes.)
- Changes to ad attached



#### "LURE" BROCHURE COPY INSTRUCTIONS

- Revise 25 words from my CVB website listing
- Revise 25 words from my Visitors Guide description
- Enclosed is my 25 word description

If applicable do you want  Logo or  Photo (please forward)

#### PAYMENT

Invoices will be mailed with tear sheet after the circulation date.  
Terms are Net 30 days from invoice date. Payment options available.  
**Make check payable to: Henley Graphics.**

A finance charge of 1.5% per month (annual percentage rate of 18%) will be charged to past due accounts. Advertiser agrees to pay for all costs and fees, including reasonable attorney fees, incurred in collecting any delinquent balance.

I wish to advertise in the Mansfield/Richland County Visitors Guide and agree to the terms, prices and conditions set on this page.

\_\_\_\_\_ date  
signature of advertiser





# 2010 Website Advertising Order

Fax or mail this Ad Agreement and Ad Copy:

Henley Graphics

P.O. Box 325, Loudonville, OH 44842

Phone: 419-994-5488 or 1-800-772-5488

Fax: 419-994-3396

Email: [info@henley-graphics.com](mailto:info@henley-graphics.com)

Business Name \_\_\_\_\_ Date \_\_\_\_\_

Advertising Manager \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

## 2010 WEBSITE ADVERTISING RATES - 35% LOWER THAN IN 2009

2.5"x 1.6" Website Ads	Monthly	3-Month Pkg	Per mo.	6-Month Pkg	Per mo.	12-Month Pkg	Per mo.
<b>Top Sidebar Rotating Ad</b>	<b>\$165</b>	\$440	<b>\$145</b>	\$780	<b>\$130</b>	\$1365	<b>\$115</b>
<b>Sidebar Rotating Ads</b>	<b>\$115</b>	\$310	<b>\$100</b>	\$545	<b>\$90</b>	\$955	<b>\$80</b>

**Ad Specifications:**  
 File must be in .GIF or .JPG format. Animated GIFs are acceptable. Ads must be exactly 180 pixels wide by 115 pixels high at 72 dpi. Ads must be in RGB color mode. Recommended file size is 35 KB or under to ensure quick loading. **Please contact Henley Graphics if you need assistance in creating your ad. Allow for \$40/hour to build your ad or send your ad file to [info@henley-graphics.com](mailto:info@henley-graphics.com)**

### Rotating Ad Options: (check one)

Ad Position:  (top sidebar)  (other sidebar ads)

### Select Ad Package:

\$ \_\_\_\_\_ 12 Month Package Starting the month of \_\_\_\_\_

\$ \_\_\_\_\_ 6 Month Package Starting the month of \_\_\_\_\_

\$ \_\_\_\_\_ 3 Month Package Starting the month of \_\_\_\_\_

\$ \_\_\_\_\_ 1 Month Package Which month: \_\_\_\_\_

**Members: Website advertising will be opened up to Non-Member advertisers January 2, 2010. All ads are first come first served so schedule yours now!**

\$( \_\_\_\_\_ ) \*Additional Discount if advertised in Mansfield/Richland Visitors Guide -

\$ \_\_\_\_\_ **TOTAL\***

\* Does not include graphic design. See "Ad Specifications"

**BUNDLE & SAVE!**  
 30% off 12-month package  
 20% off 6-month package  
 10% off 3-month package

Bill me  
 (Invoice will be sent when web ad is up\*)

Check enclosed  
 (Make payable to Henley Graphics)

\* 25% of total will be invoiced by January for any web advertising that will not start before March 1, 2010.



\_\_\_\_\_ Authorized Signature

\_\_\_\_\_ Date