

2021 ASHLAND COUNTY VISITOR GUIDE

Advertising Rate Chart and Sales Contract—*Signature Required*

Business Name: _____
 (as it will appear in guide)
 (Contact Person): _____

Business Address: _____
 (as it will appear in guide)

Business City, State, Zip: _____
 (as it will appear in guide)

(Billing Address): _____
 (if different than the display address)

Business Phone: _____ Toll-Free Phone: _____
 (as it will appear in guide) (as it will appear in guide)

Website: _____ E-mail: _____
 (as it will appear in guide) (as it will appear in guide)

Authorized By: _____ Date: _____

Contract not valid without authorized signature.

NOTE: ONE OF THE FOLLOWING MUST BE CHECKED:

- RUN SAME AD AS LAST YEAR, NO CHANGES (no proof)
- RUN SAME AD AS LAST YEAR, WITH CHANGES ENCLOSED (proof will be sent)
- DIGITAL FILE PROVIDED WITH HARD COPY OR PDF (no proof)
- NEW AD MATERIALS ENCLOSED OR EMAILED - to address below (proof will be sent)

ADVERTISING RATES (ALL DISPLAY ADS ARE 4-COLOR):

(price includes directory listing—directory information form must be filled out on reverse)

PLEASE INDICATE AD SIZE:	AD SIZE IN INCHES	BEFORE Dec 9, 2020	AFTER Dec 9, 2020
<input type="checkbox"/> FULL PAGE full bleed size 7.75 by 9" (excluding inside front and inside back covers)	6.812 by 8.125"	\$770.	\$880
<input type="checkbox"/> 1/2 PAGE (horizontal)	6.812 by 3.937"	\$440.	\$550
<input type="checkbox"/> 1/2 PAGE (vertical)	3.285 by 8.125"	\$440.	\$550
<input type="checkbox"/> 1/4 PAGE (vertical only)	3.285 by 3.937"	\$275.	\$330
<input type="checkbox"/> 1/8 PAGE	3.285 by 1.857"	\$192.50	\$247.50
<input type="checkbox"/> 1/16 PAGE	3.285 by .812"	\$137.50	\$175
<input type="checkbox"/> Additional Directory Listing(s)*	_____	@\$27.50 each.	\$33 each
*All ads listed above include <u>one</u> free directory listing.			
<input type="checkbox"/> Directory Listing Only (20 words + address and phone)	_____	\$55.	\$66
<small>(<u>directory information must be filled out on the back of this form</u>)</small>			

OTHER CHARGES:

Display ad creation is included in the above pricing. Large ads (1/2 page or larger) may require an additional cost. Please contact the Ashland Chamber at 715-682-2500 or email officemgr@visitashland.com for pricing questions/information.

TOTAL CHARGES

To reserve your ad space, fill out this contract COMPLETELY, including an authorized signature, and return it, along with payment and ad materials, by December 9, 2020.

**Mail to: Ashland County Tourism, P.O. Box 746, Ashland, WI 54806.
 Please make checks payable to ACVG. Email ad materials to officemgr@visitashland.com**

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Sales Contract Terms

All ads must be paid prior to publication of guide, unless arrangements have been made.
 - PAYMENT IN FULL IS DUE December 9, 2020

Price of ad includes basic ad layout up to 1/2 page in size. You will receive a proof prior to publication of new or revised ads. No proof is provided for ads that run the same as last time.

- There will be an additional charge for original artwork or extensive time involved in producing your logo or ad. You will be informed of any additional charge before production of the ad for your approval.

We accept electronic files as a press quality PDF, or a high-resolution (300 dpi @100%) Photoshop file.
Email ad materials to: officemgr@visitashland.com

DIRECTORY LISTING INFORMATION—PLEASE FILL IN ALL THAT APPLY

NOTE: Accommodations and restaurants will be able to include **FOUR SYMBOLS EACH** with their directory listing. The choices are listed below, **please mark no more than four for each category.**

ACCOMMODATIONS:

CHECK ONLY 4!!!:

- | | |
|--|--|
| <input type="checkbox"/> Pool | <input type="checkbox"/> Open All Year |
| <input type="checkbox"/> Credit Cards Accepted | <input type="checkbox"/> Kids OK |
| <input type="checkbox"/> Pet Friendly | <input type="checkbox"/> Restaurant/Food |
| <input type="checkbox"/> Smoking Allowed | <input type="checkbox"/> Air Conditioned |
| <input type="checkbox"/> Handicapped Access | <input type="checkbox"/> Wi-Fi |

RESTAURANTS:

Entrée Price: **circle all that apply** \$. \$\$. \$\$\$. \$\$\$\$. \$\$\$\$\$
 (\$=\$10 or less, \$\$=\$10-20, \$\$\$=\$20-30, \$\$\$\$=\$30-40, \$\$\$\$\$= \$40+)

CHECK ONLY 4!!!:

- | | |
|--|--|
| <input type="checkbox"/> Credit Cards Accepted | <input type="checkbox"/> Open All Year |
| <input type="checkbox"/> Liquor | <input type="checkbox"/> Supper Club |
| <input type="checkbox"/> Beer/Wine | <input type="checkbox"/> Family Dining |

20-Word Description (please print clearly or type), not including address and phone (please do not fill out if there are no changes from last year):

If you list more than 20 words, your copy may be edited for space.

RESERVE YOUR DISPLAY AD/DIRECTORY LISTING SPACE BY December 9, 2020