



Midland Trail Scenic Byway

2011-12 Advertising Contract

2504 Kanawha Blvd., E. Charleston, WV 25311 • Phone: (304) 343-6001 • Fax: (304) 344-2210 • www.midlandtrail.com

Advertiser _____ Contact _____ Address _____ City/State/Zip _____ Phone _____ Fax _____ Website _____ Email _____ Authorized By _____ Title _____	Bill To: () Agency () Client Agency/Client _____ Contact _____ Address _____ City/State/Zip _____ Phone _____ Fax _____ Website _____ Email _____ Authorized By _____ Title _____
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<input type="checkbox"/> Premium Position: _____	_____
<input type="checkbox"/> Area Co-op 4 page Section	\$9,655
<input type="checkbox"/> 2-Page Spread (7.0" x 8.5")	\$4,999
<input type="checkbox"/> Full Page (3.5" x 8.5")	\$2,499
<input type="checkbox"/> 3/4 Page (3.5" x 5.0")	\$1,899
<input type="checkbox"/> 1/2 Page (3.5" x 4.25")	\$1,499
<input type="checkbox"/> 1/4 Page (3.5" x 2.125")	\$799
<input type="checkbox"/> Photo/Logo Listing	\$299
<input type="checkbox"/> 1" Supporter Listing	\$299
<input type="checkbox"/> Directory Listing	\$199
Total Discount Amount	_____
SUBTOTAL:	_____
<input type="checkbox"/> Design Fee	_____
<input type="checkbox"/> Additional Ad/Listing	_____
Total	\$ _____
Amount Collected	\$ _____
BALANCE DUE	\$ _____
Paid By <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	

Select Special Category For Listing:

- Dining Accommodations Family Fun Shopping

DEADLINES:

Display Ad Deadline: December 3, 2010

Ad Materials Deadline: Two weeks after space reservation

Ad Requirements: Digital ads accepted in Photoshop Jpeg., Tiff., or Eps., high resolution Adobe PDF files are also accepted. Photo images must be at least 300 dpi. Design service available.

Special Instructions:

Ad to Be:

- Provided Designed Redesigned

Place Ad in:

- Town Pages Special Section

_____ Date MTSHA

_____ Date Advertiser

CONDITIONS: This is a contract to purchase advertising space. All checks are made payable to Midland Trail Scenic Highway Association. Unless otherwise agreed in writing, 50% of funds must accompany order and the balance w/proof. All funds must be received in advance of publication to ensure inclusion. Cancellations cannot be accepted after the ad materials deadline. Midland Trail recognizes agency discounts. We will attempt to accommodate position requests if possible within layout limitations. To guarantee positions, see contract terms. Advertisers are responsible for verifying ad proof and requested corrections. Liability for typographical, color, and print errors is limited to the cost of space occupied by the error. It is hereby agreed that no other liability shall arise between the advertiser and the publisher by reason of this advertising contract. The above signed party is authorized to contract for ad space and the company is obligated to pay.