2010/2011
Guide to Massachusetts' Pioneer Valley

Reservation Deadline:
December 4, 2009
Materials Deadline:
December 11, 2009
Fax completed contract to:
David Casey
413.253.9837

Advertising Contract

Print Only:

Full Page	**$3,805**	☐
Half Page	**$2,395**	☐
Quarter Page	**$1,585**	☐

Guaranteed Placement:_____
(Please note page requested. 15% premium charge will apply)

_____
Name of Advertiser

_____
Name of Authorized Buyer

_____
Address

_____
City **State**

_____
Telephone **Fax**

_____
Email

Billing Address (if different from above):

_____
Address

_____
City **State**

_____
Telephone **Fax**

_____
Email

Payment:

Bill Me ☐

Credit Card ☐ **Credit Card Type:**_____

Name on Card:_____

Credit Card Number:_____

Exp. Date (m/y):_____**Authorized Signature:**_____

Invoice will be sent upon receipt of reservation. No verbal agreements will be recognized. GSCVB reserves the right to reject any advertising. Advertisers assume responsibility and liability for all claims against the GSCVB arising from printed advertising. All payments are due by February 1, 2010. Final ad placement is at the discretion of the GSCVB.

Packages:

Wow Package:
Full Page Ad, Banner Ad for 1 year
$4,000 ☐

½ Page Ad, Banner Ad for 1 year
$2,500 ☐

¼ Page Ad, Banner Ad for 1 year
$1,700 ☐

Valley Package:
Full Page Ad, Banner Ad for 1 year, 3 photos on valleyvisitor.com
$4,100 ☐

½ Page Ad, Banner Ad for 1 year, 3 photos on valleyvisitor.com
$2,600 ☐

¼ Page Ad, Banner Ad for 1 year, 3 photos on valleyvisitor.com
$1,800 ☐

Enhancements:
Shaded Listing $25 ☐
Wow Values Icon $25 ☐

Ad Specifications

Full page:	**4.75" x 7.375"**
½ Vertical:	**2.25" x 7.375"**
½ Horizontal:	**4.75" x 3.625**
¼ Vertical:	**2.25" x 3.625"**
¼ Horizontal:	**4.75" x 1.812"**

We accept the following programs: Adobe In Design, QuarkXPress, Adobe Illustrator and Adobe Photoshop. All fonts, photos, files, etc. must be included. All color images and logos must be supplied in CMYK format. Art must be supplied at 300 dpi at 100% of size used. Send files to:

Michele Goldberg
Director of Marketing
GSCVB
1441 Main Street
Springfield, MA 01103

By email: Michele@valleyvisitor.com