

2012 AD RATES

OFFICIAL CHAUTAUQUA COUNTY TRAVEL GUIDE & WEBSITE ADVERTISING

*Produced by Chautauqua County Visitors Bureau in association with the
I Love NYS Division of Tourism & Chautauqua County*

Travel Guide Features:

- 80-page, four-color, year-round tourism directory
- Editorial and advertising highlights events, arts and entertainment, farm markets and wineries, natural attractions, recreation, accommodations, dining, shopping, and visitor services
- A locator map of Chautauqua County indicates the location of all advertisers, attractions, recreational sites, nature trails and much more
- Members who advertise will be included in the electronic version of the Travel Guide on tourchautauqua.com

Printing and Distribution:

- 200,000 copies are available all year through these outlets:
- Brochure racks in Chautauqua County, New York State and Pennsylvania
- Over 200 Advertiser and CCVB member locations
- Welcome Centers at Chautauqua Institution and the I-86 Chautauqua Lake & Olean/Allegany Rest Areas
- Six to eight different travel shows in the northeast
- Travel agents, tour operators, and AAA offices in New York, Pennsylvania, Ohio and Canada
- Mailed in response to over 25,000 direct information requests annually received by CCVB

Tourchautauqua.com:

- On-line Travel Guide available for consumers and accessed by 5,000 -7,500 viewers per year
- Used by 150,000 to 175,000 unique visitors per year

Ad Reservation and Payment or Deposit Due by September 15th, 2011
10% Discount for ads paid in full by September 15th

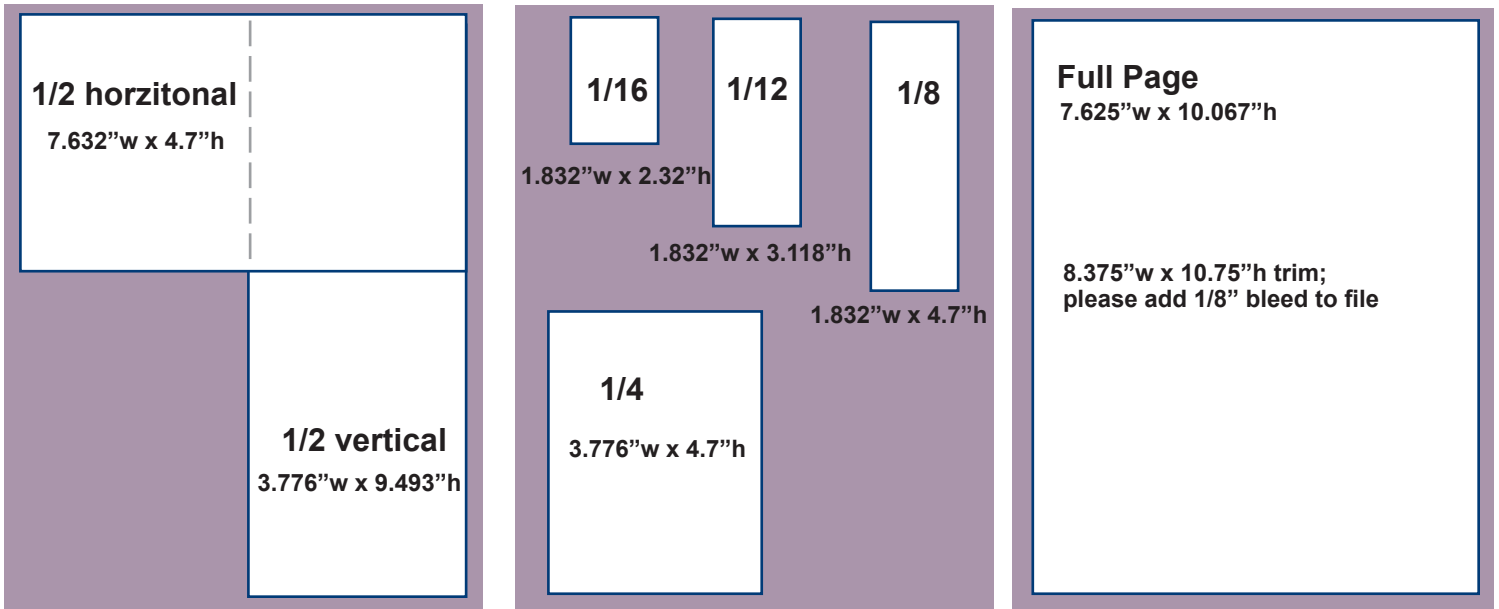
ALL ADS and/or AD MATERIALS, PHOTOS AND TEXT- DUE BY SEPTEMBER 30TH
Send all materials to travelguide@tourchautauqua.com

2012 Rates - Travel Guide and Website

Combine a 1/4, 1/2, or full page travel guide ad with a website ad and/or premium position website listing to receive the discounted web ad rate:

<u>Travel Guide Ads Only</u>			<u>Website Ads (Annual)</u>		
Size	Annual Cost		The larger your Travel Guide ad - The cheaper your website ad!		
			Packaged Web Ad Rates	Standard Rate Web Ad ONLY	
Premium Full Page	call for rate	combine with ad and save	Logo Ad on Home Page	\$500, \$600, \$700	\$800
Standard Full Page	\$3,725		Logo Ad on Section Pages	\$300, \$400, \$500	\$600
1/2 Page	\$2,515		Premium Position Listing	\$225, \$250, \$275	N/A
1/4 Page	\$1,375		(The first 3 positions (listings) in a website category -ie: restaurants, golf, etc.)		
1/8 Page	\$725	combine with ad and save	Premium Position Listing	\$300, \$325, \$350	N/A
1/12 Page	\$410		(The first 3 positions (listings) in a website category -ie: restaurants, golf, etc.)		
1/16 Page	\$285				
Ag Listing	\$115				
Other Line Listing (Bait/Tackle, Licenses, Fish Guide)	\$ 55		Website Ad Discounts not available for travel guide ads smaller than 1/4 page		

AD SIZES



AD SPECIFICATIONS

ALL ADS and/or AD MATERIALS/PHOTOS/TEXT DUE BY SEPTEMBER 30TH
Send files to travelguide@tourchautauqua.com

Only Acceptable File Formats

- EPS with fonts converted to outlines/paths
- TIFF
- PDF - press quality with fonts embedded.

(We reserve the right to recreate ads sent as pdfs that are not saved correctly using the closest font match possible.)

Specification Checklist:

These items are required. Review this list to prevent possible re-submission of files, causing production delays.

- Double check your files for color, size, fonts and resolution
- No RGB: Convert all images to CMYK or grayscale
- Elements closer than .125" from the edge may be trimmed off.
- Resolution: Images and files should be 300 dpi.
- Do not use JPEG compression on images
- Proof read: You are responsible for your text.

BY SUBMITTING OR REQUESTING PUBLICATION OF ANY ADVERTISEMENT, THE CUSTOMER AGREES TO THE FOLLOWING PUBLISHER'S REGULATIONS:

1. CCVB shall not be liable for errors or omissions in advertisements APPROVED by advertisers. It is the advertiser's responsibility to notify CCVB of changes or corrections required in ad copy and materials.
2. Advertiser and/or advertising agency will indemnify and hold harmless CCVB, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations, and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement and plagiarism.
3. Cancellations and/or changes in copy will not be accepted by publisher after closing deadlines.
4. CCVB shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of CCVB.
5. Chautauqua County Visitors Bureau (hereafter CCVB) reserves the right to reject or cancel any advertisement at any time. All advertising is subject to final approval by management before publication will be considered. Ads considered inappropriate, unsightly and/or not in keeping with the intent and format of the publication may be rejected by management.
6. Position cannot be guaranteed in non-premium ad spaces. No credit or allowance will be given for position. Specific page(s) or other provisions will be considered as requests only. We will make every effort to honor position requests as possible depending on make-up and space available.
7. Unless advertiser makes written objection within 30 days from the rendering of any bill, statement, or invoice for advertising published, such a bill, statement, or invoice shall be conclusive as to the correctness of the items therein and shall constitute an account stated.
8. Customer agrees to "Terms of Sale" as published including a 1.5% per month service charge on all amounts over 30 days past due.