

2018 Official Peoria Area Experience Guide | Advertising Order

Upon completion, please return this form to Melissa Cavanaugh (mcavanaugh@peoria.org) or Fax to 309.676.8470

Business/Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____ www: _____

Main Contact: _____

Ad Size:	Partner	Non-Partner
<input type="checkbox"/> Full Page	\$3,200	\$3,350
<input type="checkbox"/> Half Page Horizontal	\$1,900	\$2,050
<input type="checkbox"/> Quarter Page	\$1,000	\$1,100
<input type="checkbox"/> Business Card Size	\$375	\$525
<input type="checkbox"/> Back Cover	\$4500	\$5000
<input type="checkbox"/> Inside Front/Back Cover	\$4000	\$4500

PLEASE NOTE:

All ads created by the PACVB will be a flat charge of \$200. This price includes the initial design and 3 rounds of revisions. Each further request for revisions will be an additional \$25*.

All photos, graphics and verbiage for the ad creation needs to be submitted by Oct. 13th, 2017 to allow enough time for design, proofing and revisions. The PACVB is not reliable for incompleteness of revisions after designated due dates.

See supplied sales sheet for more artwork details.

**Any revisions needed due to the fault or error of the PACVB will not be charged or counted, and will be honored at the discretion of the PACVB.*

Art Services:

- I will provide a print ready file set to spec.
- I would like the PACVB to create my ad for an additional \$200 (plus revision fees - see grey box above).

The Peoria Area Convention and Visitors Bureau maintains the right to refuse placement to any advertising that it feels contains questionable taste, quality or information.

I have read the Advertising Terms and Conditions below

Approved and Authorized by: (print name and title) _____

Authorized Signature: _____ Date: _____

Invoices will be considered delinquent and will be subject to a monthly 1.5% finance charge after 30 days from final deadline date. Any advertiser with an invoice over 60 days old will not be allowed to run in future issues until the delinquent balance is paid in full. If an account has more than one unpaid invoice, all cash received will be applied to interest and then to the oldest invoice. All accounts are assessed and turned over to a collection agency after 90 days from the invoice date. The advertiser agrees to pay all collection costs and attorney fees as a result of our collection efforts on delinquent balances. All cancellations must be written and confirmed by the Publisher (Peoria Area Convention and Visitors Bureau).

ADVERTISING TERMS AND CONDITIONS

All advertising is subject to Publisher's approval and agreement by advertiser to indemnify and protect the Publisher from loss or expense on suits or claims based on the subject matter of such advertisement.

The forwarding of a signed insertion order is construed as an acceptance of all the rates and conditions as established in the insertion order.

No conditions, printed or otherwise, appearing on the contract order or copy instructions which conflict with the Publisher's policies will be binding on the Publisher.

Contracts or orders must be bona fide and must specify definite space.

Verbal agreements are not recognized.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.

All advertisements are accepted and published by the Publisher on the representation that the advertising and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof.

When advertisements containing the name, pictures and/or testimonials of living persons are submitted for publication, the order of request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein.

It is understood that the advertiser and/or advertising agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

All copy, text and illustrations are subject to the Publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is unethical, misleading or extravagant.

When change of copy or advertisement is not received by the closing date, the most recent client approved copy will be inserted.

The PACVB is not responsible for files that do not conform to our requirements. Ads should be suitable to print as is. Improperly prepared files will result in a rejection notice. Any rejected ad past the artwork deadline will result in additional production charges of \$30 per hour and will be charged to the advertiser. PACVB is not responsible for any errors that may result during placement of an improper file. Supplied laser or ink jet proofs will not match color on press and the PACVB is not responsible for color intended to match such proofs.

The Publisher's liability for any error is limited to the cost of the space occupied by the error.

The Publisher assumes no liability for errors in key numbers.

The Publisher assumes no liability for any reason it becomes necessary to omit an advertisement. If any advertisement is omitted, the advertisement fee will be reimbursed.

The Publisher assumes no liability for errors in index to advertisers.

Publisher reserves the right to hold advertiser and/or advertising agency or the assigned jointly and severally liable for such monies as are due and payable to the Publisher. Advertising materials will be retained by Publisher for one year and then destroyed, if not ordered returned.

