

2004 ADVERTISING PURCHASE AGREEMENT

Please submit this purchase agreement to the Juneau Convention and Visitors Bureau by **September 10, 2003** to reserve your space for the 2004 Juneau Travel Planner and/or website banner ad. Advertising and ad materials are due by **September 25, 2003**. Materials received after September 25 will be on a space available basis.

Mail ad contract & artwork to:

Juneau Convention & Visitors Bureau
 One Sealaska Plaza Suite 305
 Juneau, AK 99801

Fax to:

907-586-1449

All rates are based on advertiser being a member of the JCVB, non-member rate is 1.75 times rate listed.



Travel Planner Display Advertising

- Full page display \$5,000 2/3 column display \$1,300
- 2 column display \$3,500 1/3 column display \$650
- 1 column display \$1,800 BRC Card \$5,000 Inside Back Cover \$6,000
- Preferred Placement fee: add 10% of selected ad size rate
- Please use the same display ad as was in the 2003 Travel Planner New display ad



Additional Planner/Website Listing Narrative at \$125 per listing

Accommodations	<input type="checkbox"/> B&B and Inns	<input type="checkbox"/> Hotels and Motels	<input type="checkbox"/> Lodges and Resorts
Transportation	<input type="checkbox"/> Air	<input type="checkbox"/> Marine	<input type="checkbox"/> Ground
<input type="checkbox"/> Adventures, Tours & Attractions			
<input type="checkbox"/> Boat and Fishing Charters			
<input type="checkbox"/> Shopping			
<input type="checkbox"/> Dining			
<input type="checkbox"/> Trip Planning/Reservation Services/Guide Books			
Services	<input type="checkbox"/> Camping/ RV	<input type="checkbox"/> Weddings/ Church	
	<input type="checkbox"/> Health/Beauty	<input type="checkbox"/> Visitor Centers	

New Additional Listing Copy 150 characters or less. The Juneau Travel Planner is divided into topical categories in order to help the reader locate the subjects they are interested in or need for planning purposes. Additional listing narrative must be representative of the services described by the category title. JCVB reserves the right to accept or deny any listing it deems necessary to conform to these guidelines.

Please print only one character per box in the grid below. Every letter, number, space or punctuation mark (period, comma, etc.) counts as a character. JCVB reserves the right to edit any narrative ad in order to conform to standardized grammar, punctuation and abbreviation. Ads exceeding 150 characters may be edited by JCVB.



Website Banner Advertising

- 1 year with purchase of 2004 Juneau Travel Planner Display ad \$400
- 1 year without the purchase of 2004 Juneau Travel Planner Display ad \$850

Banner ad placement: I would like my banner ad placed in one of the following sections: (check one)

- Accommodations
- Shopping
- Favorites
- Meeting Facilities
- Adventures, Tours & Attractions
- Camping & RV
- Transportation
- Dining
- Boat & Fishing Charters
- Services
- Trip Planning



Deadlines: Payment and Ad Materials Schedule

September 10, 2003 **Reservation and payment due.** *Purchase agreement and payment submitted to JCVB.*
September 25, 2003 **Copy and artwork due.** *Display ad, additional listing and banner ad copy/artwork submitted to JCVB.*



Cost Summary

Travel Planner Display Advertising	\$	<input type="text"/>
Preferred Placement	\$	<input type="text"/>
Additional Listing (s)	\$	<input type="text"/>
Website Banner Ad	\$	<input type="text"/>
Sub-total	\$	<input type="text"/>
5% CBJ Sales Tax	\$	<input type="text"/>
TOTAL DUE	\$	<input type="text"/>

- Check enclosed
- Please charge my credit card

Credit Card No:

Exp date Visa Mastercard

Advertiser/Company Name

Contact Person

Address Phone Fax

City State Zip

E-mail

I have read and agree to the conditions as specified in the purchase agreement and on the rate card.

Authorized Signature



Please read:

- All rates are quoted in U.S. dollars.
- Production and media are not commissionable.
- Ad creation costs are not included in the price of advertising.
- Electronic artwork must be submitted as a Quark 4.0, Adobe Illustrator, Adobe Photoshop, Adobe Pagemaker (saved as an .eps file only) or as a Macromedia Freehand file, including all fonts, photos, graphics and contact information.
- Display ad may also be submitted in negative format as outlined in the rate card.
- Banner ad for www.traveljuneau.com should be submitted in .jpg or .gif, 72 dpi digital format.
- All Juneau Travel Planner display ads will be assigned a buyer response number on the Readers Response Card unless otherwise specified by the advertiser.
- Laser copies and photocopies will not be accepted as camera-ready artwork.
- Ads must have a COLOR proof at actual size submitted either with electronic files or with negatives.
- Please Note: Though every attempt is made to match the colors indicated in your file exactly, there will be some difference between your proof and the final printed piece due to the printing process of a heatset offset web printing press, the inks and the paper used. Any files containing "RGB" images will print improperly. All files must be saved in the "CMYK" format.