

# ADVERTISING CONTRACT

## Charlotte County Chamber of Commerce, Inc. 2021 COMMUNITY GUIDE & BUSINESS DIRECTORY

The 2021 Community Guide & Business Directory of the Charlotte County Chamber of Commerce will be published in October 2020. Current members of the Charlotte County Chamber of Commerce are entitled to advertise in the Community Guide and be listed in the Business Directory.

### COMMUNITY GUIDE ADVERTISING RATES AND SPECIFICATIONS

#### COLOR ADS

Full Page. ....	\$850
1/2 Page. ....	520
1/4 Page. ....	345
1/8 Page. ....	264
Pages 3, 4, 5, 6, 7, & 8*.....	1,012
Inside Front or Back Cover*.....	1,115
Page Facing Inside Back Cover*.....	1,115
Center Pages*... Each	1,115 or Spread 2,070
Back Cover*.....	2,001

\*Premium Page Position to be determined at the July 14 drawing.

#### AD SIZES

Full page w/bleed . . . . .	.8.75" wide x 11.25" high
Full Page. ....	7.75" wide x 10.25" high
1/2 Page. ....	7.75" wide x 5" high
1/4 Page. ....	3.75" wide x 5" high
1/2 page vertical. ....	3.75" wide x 10.25" high
1/8 page. ....	3.75" wide x 2.375" high

**TERMS AND CONDITIONS:** Camera-ready copy (to size) is required from advertisers and agencies, and prices quoted are for camera-ready art. Ads submitted electronically must be high resolution pdf (300 dpi/cmyk, if color). Upon receipt of an ad that is not camera-ready (or a camera-ready ad that printer deems as requiring touch-up), the agency or advertiser will be charged for all work done to prepare the ad. Any additional typesetting or artwork to be done by the printer (Buffalo Grafix, 941-625-2833, art@buffalografix.com) will be charged at the rate of \$60 per hour, with a minimum charge of \$15. Because of the time needed for identifying type style and size, typesetting, billing costs, etc., even a one-word change requires the printer to charge the minimum.

Advertiser is responsible for proofreading and correction of all ads. Guides will be printed in 4-color on a glossy enamel, self-covered and saddle stitched. Only Guaranteed Page Position\* holders will be assured of a specific advertisement placement within the book. **The Business Directory will include members in good standing as of August 14, 2020.**

The advertiser is to pay the Chamber and printer all their costs and expenses, including reasonable attorney's fees, the fees of collection agencies and all other expenses incurred by either of them in enforcing any of the terms, conditions or provisions of this contract. The Chamber has the right to approve all advertisements for content.

## Deadline For All Advertising Copy and Payment is August 14, 2020.

PLEASE PRINT

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

COMPANY ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_ EMAIL \_\_\_\_\_

This is your authorization to place \_\_\_\_\_ (specify ad size) ad in the 2021 Community Guide & Business Directory of the Charlotte County Chamber of Commerce according to the terms of this contract.

(IF APPLICABLE, THIS AD IS A GUARANTEED PAGE POSITION\* OF \_\_\_\_\_).

Please charge my credit card: ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Name on Card \_\_\_\_\_ Billing Address \_\_\_\_\_

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CV: \_\_\_\_\_

BY: \_\_\_\_\_

*Signature of Advertiser's Representative*

CHECK ONE: ☐ Ad copy enclosed ☐ Ad copy will be emailed or mailed to Chamber by August 14  
☐ Use last year's ad ☐ Ad copy will be emailed or mailed to Buffalo Grafix

**PLEASE INCLUDE PAYMENT AND MAKE CHECKS PAYABLE TO:**

Charlotte County Chamber of Commerce • 2702 Tamiami Trail, Port Charlotte, 33952, Tel: (941) 627-2222

Please sign and return to the Chamber. You will receive a signed copy.

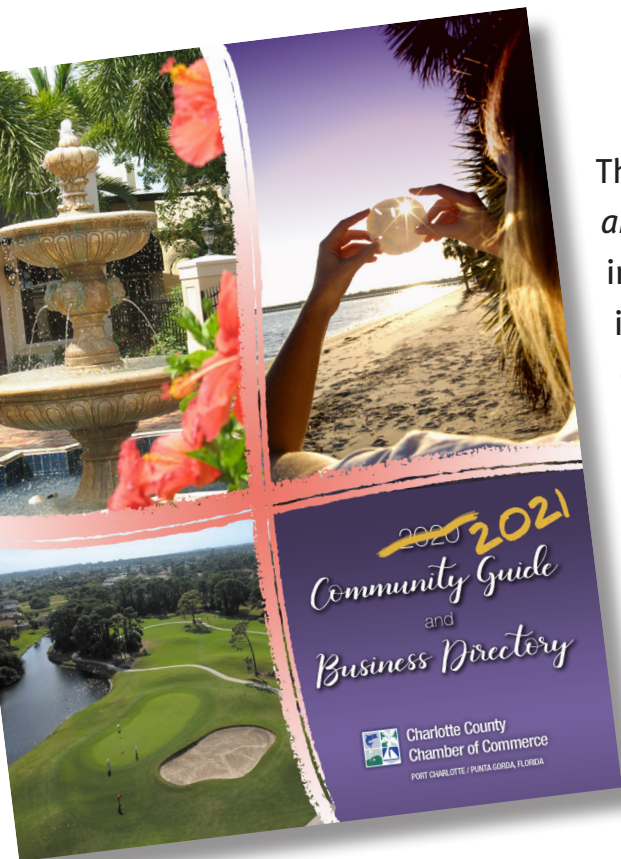
ACCEPTED BY: \_\_\_\_\_

*Chamber Representative*



# The Charlotte County Chamber of Commerce 2021 Community Guide and Business Directory

## YOUR PLACE TO BE!



The Charlotte County Chamber of Commerce *Community Guide and Business Directory* remains the “one-book-look” for all information about our wonderful community. Distributed both in a large 8 1/2 x 11 glossy color print version and a downloadable e-version, this publication is used as a resource by tens of thousands each year to research and learn about our businesses and amenities.

With more people than ever now looking for warm fresh air, open spaces away from the hustle and bustle, and a wide variety of natural outdoor activities, Charlotte County is projected to be one of the most popular, safest, visitor destinations. Year 2021 is there for our taking!

No matter whether those looking for reputable business guidance and information are local customers, other businesses, relocation prospects, or visiting tourists, Charlotte County and the *2021 Community Guide and Business Directory* IS **YOUR PLACE TO BE!**

Port Charlotte | Punta Gorda | Englewood Beach | Murdock | Charlotte Harbor | El Jobean | Babcock Ranch | Deep Creek

**Virtual drawing for premium page positions\* on July 14, 2020.**

**Complete and return the contract on the reverse TODAY!**

**Contact Teri Ashley at 941-627-2222 or [tashley@charlottecountychamber.org](mailto:tashley@charlottecountychamber.org)**

### ADVERTISING RATES

Back Cover*	\$2,001
Inside Front Cover*	\$1,115
Inside Back Cover*	\$1,115
Facing Inside Back Cover*	\$1,115
Center Spread* <sup>+</sup>	\$2,070
Full Page Guaranteed Position <sup>§</sup>	\$1,012
Full Page	\$850
Half Page	\$520
Quarter Page	\$345
Eighth Page	\$264
*Premium Pages    §Pages 3 through 8	
+ If the center spread does not sell, then the individual pages used by 2 different advertisers would each be \$1,115 (treated like Premium Pages).	

### SPECIFICATIONS

	w x h
Covers / Full Page With Bleed*	8.75" x 11.25"
Full Page (No bleed)	7.75" x 10.25"
Half Page Horizontal	7.75" x 5"
Half Page Vertical	3.75" x 10.25"
Quarter Page	3.75" x 5"
Eighth Page	3.75" x 2.375"
*Live area same as full page no bleed	

All graphics/images should be converted to CMYK and MUST be saved at 300 dpi. We cannot guarantee the color accuracy of RGB images. NOTE: Any excessive computer work necessary to properly output the ad will be billed at the hourly rate of \$60/hour (\$15 min).

Advertiser assumes liability for all ad content. Ad position is at the discretion of the publisher. Charlotte County Chamber of Commerce reserves the right to refuse any advertisement not meeting its standards.

