

# 2010 Midwest Vacation Guide DIRECT MAIL Insert

## Spring Advertising Insertion Order



Agency (if applicable) \_\_\_\_\_  
 Name of Advertiser \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-Mail \_\_\_\_\_

### Inquiries

**Provide Inquiries As: (select one)**

E-Mail (free)  CD (\$100 fee)  Labels (\$200 fee)

Company \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-Mail \_\_\_\_\_

### Send Ad Proof to:

Name \_\_\_\_\_  
 E-Mail \_\_\_\_\_

### Materials Requirements

**Image Area:**

The ad image area is .6875" wide and 2.0625" high.

**Artwork Image or Photo:**

Images must be provided in digital format. Files must be CMYK format, high-resolution (300 dpi) sized for ad, saved as an .eps, .tif, or .jpg (maximum quality). We will not be responsible for printing problems resulting from any other file format.

**Ad Copy Text:**

Up to 25 words of text including headline, phone numbers and web site addresses. E-mailed copy will be reproduced exactly as provided. Please check spelling and use punctuation, capitalization and abbreviation only as you wish it to appear in the final ad. Please limit copy total to that of ad size purchased. We reserve the right to edit copy if you exceed copy count.

<p><b>Send Images and copy files</b>                  admin@travelmarketinggroup.com  <b>Mail CD:</b>  <b>Travel Marketing Group</b>                  10542 Justin Dr.                  Urbandale, IA 50322</p>	<p><b>Complete form and fax to</b>  <b>(515) 251-7424</b>                  Ad Sales Dept--Mike DeVolder                  Phone: 515-251-2687                  Fax: 515-251-7424                  mdevolder@travelmarketinggroup.com</p>
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**TERMS**      \$4,750 gross

Payment due upon receipt of invoice.  
 Agency commission forfeited on all accounts unpaid after 45 days from date of invoice.

### CONTRACT REGULATIONS

Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.

Conditions, other than rates, are subject to change by publisher without notice.

All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any item.

Positioning of advertisement is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher, in writing.

Leads will be sent in CSV format (which opens in any spreadsheet program, such as Microsoft Excel). A one-time setup fee of \$150 will be charged for custom data formats.

Cancellation or changes in orders may not be made by the advertiser or its agency after the closing date.

Publisher shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement.

Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published.

No conditions other than those set forth in this rate sheet shall be binding on the publisher unless specifically agreed to in writing by the publisher.

Publisher will not be bound by conditions printed or appearing on order blanks or copy instruction which conflict with provisions of this rate sheet.

Personal guarantees from the advertiser will be required when credit or unapproved by publisher.

Material not requested to be returned within one year after insertion will be destroyed.

In the event of default the publisher shall be entitled to recover costs of collection including reasonable attorney fees.

\_\_\_\_\_  
 Authorized Signature

\_\_\_\_\_  
 Print Name

\_\_\_\_\_  
 Date