

DEADLINE IS JULY 31, 2012

ADVERTISING RATES AND SPECIFICATIONS

<u>PREMIER COLOR ADS*</u>			<u>BLACK AND WHITE ADS</u>			<u>COLOR ADS</u>		
	MEMBERS	NON-MEMBERS		MEMBERS	NON-MEMBERS		MEMBERS	NON-MEMBERS
MIDDLE SPREAD . . .	\$950	1095	1/2 PAGE	\$150	175	FULL PAGE . . .	\$525	605
OR EACH PAGE . . .	650	750	1/4 PAGE	95	110	1/2 PAGE	300	345
BACK COVER	800	920	5 B/W Lines . . .	50	60	1/4 PAGE	200	230
INSIDE BACK	650	750	CANNOT GUARANTEE PLACEMENT			CANNOT GUARANTEE PLACEMENT		
INSIDE FRONT	650	750						

DIMENSIONS		
FULL PAGE	4 1/2" X 7 1/2"	HALF PAGE
		4 1/2" X 3 3/4"
		QUARTER PAGE
		4 1/2" X 1 7/8"

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 (300dpi/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 Graffix, 625-2833, info@buffalograffix.com) will be charged at the rate of \$45 per hour, with a minimum charge of \$15. Because of the time needed for identifying the 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 on glossy enamel, self-covered. No more than 16 pages of 4-color, 56 pages of black and white advertising and information. Only Guaranteed Page Position* holders will be assured of a specific advertisement placement within the book.+`

The advertiser is to pay O.C.E.A.N. (Ocean representative) and the 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. Ocean has the right to approve all advertisements for content.

CATEGORY _____
 PLEASE PRINT
 COMPANY NAME _____ CONTACT PERSON _____
 COMPANY ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 TELEPHONE (____) _____ FAX (____) _____ EMAIL _____

This is your authorization to place _____ (specify ad size) ad in
 (Circle one) Color / Black and White in the 2012 O.C.E.A.N. Senior Resource Guide according the the terms of this contract.
 IF APPLICABLE, THIS AD IS A GUARANTEED PAGE POSITION* OF _____
 BY _____

Signature of O.C.E.A.N. Representative

Email company listing/ad to: oceanflguide@gmail.com on or before July 31, 2012.

Contact Kim Spencer or return to your representative on or before July 31, 2012

Please include payment and make check payable to OCEAN. Mail to: Kim Spencer/Sandhill Gardens

24949 Sandhill Boulevard Punta Gorda, FL 33983-5299 (941) 764-6577

ACCEPTED BY O.C.E.A.N. DIRECTORY COORDINTATOR _____ DATE: _____

ACCEPTED BY O.C.E.A.N. TREASURER _____ DATE: _____