

# Advertising Contract

Company Name ("Advertiser") \_\_\_\_\_ Customer/BA# \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ E-mail \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Ad Agency Contact (must fill in to get 10% discount) _____			
Name (Agency) _____			
Contact Name _____			
Address _____		City _____	
State _____	Zip _____	E-mail _____	
Phone _____		FAX _____	

**Print Options**

**Camping Magazine Display Ads**

	1x	3x (per ad)	6x (per ad)
2 page spread*	___ \$4,000	___ \$3,720	___ \$3,400
Full page*	___ \$2,673	___ \$2,600	___ \$2,480
2/3 page*	___ \$2,030	___ \$1,962	___ \$1,875
1/2 page*	___ \$1,662	___ \$1,602	___ \$1,510
1/3 page*	___ \$1,248	___ \$1,197	___ \$1,136
1/6 page*	___ \$825	___ \$775	___ \$600

\*see media kit for size details

**Guaranteed Premium Placement**

(Publisher must acknowledge any guaranteed or premium placements in writing.)

\_\_\_ Second cover (all six issues), \$2,700 (per issue)

\_\_\_ Third cover (all six issues), \$2,700 (per issue)

\_\_\_ Back cover (all six issues), \$2,900 (per issue)

\_\_\_ Placement in pages 3-10, additional 20% \$ \_\_\_\_\_

\_\_\_ Placement in pages 11-40, additional 12% \$ \_\_\_\_\_

Please select in which issue(s) your company would like to advertise.

\_\_\_ January/February    \_\_\_ July/August

\_\_\_ March/April        \_\_\_ September/October

\_\_\_ May/June            \_\_\_ November/December

**Web Site and E-Newsletter Options**

See media kit or call 765-349-3309 for rates.

Banner URL address(es): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Advertising Total** (per issue) \$ \_\_\_\_\_

Less 10% BA discount \_\_\_\_\_ (if applicable)

Less 10% ad agency \_\_\_\_\_ (if applicable)

**Total Advertising per Insertion** \$ \_\_\_\_\_

**Credit Card Information**

Card Number \_\_\_\_\_

Exp. \_\_\_\_\_  Visa  Mastercard  Discover

Name on Card \_\_\_\_\_

Make checks payable to: **American Camp Association**. This contract is a commitment for advertising in accordance with the General Conditions. First-time advertisers and those choosing only Web or newsletter insertions **must pay in full** when contract is submitted for first insertion. I have read the General Conditions and agree to the terms. I am authorized to commit to this insertion order and purchase this advertisement.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## **COPY FOR YOUR RECORDS**

### **Contract General Conditions**

- 1 Advertisements are accepted upon the representation that the Advertiser and its agencies are authorized to publish the contents thereof.
- 2 All contents of advertisements are subject to Publisher's approval.
- 3 The positioning of advertisements is at the discretion of the Publisher, **except when the Publisher acknowledges a specific placement in writing.** (See Contract for Guaranteed Premium Placement rates.)
- 4 Advertisements will not be accepted if they are in violation of ACA Standards or degrading to individuals or subgroups.
- 5 Cancellations or changes cannot be made after the ad closing date — All cancellations must be submitted in writing. A 25% reservation fee will be charged on all cancellations.
- 6 Publisher is not liable for the delay in delivery and/or non-delivery in the event of an act of God, action of government, fire, flood, riot, explosion, transportation interruption of any kind or any condition beyond the control of the Publisher affecting production or delivery.
- 7 Publisher is not obligated to print ads unless paid in advance. Alternative payment arrangements must be acknowledged in writing by Publisher.
- 8 Advertiser agrees to pay for ad insertion within 30 days from the date of invoice. Discounts will be forfeited if not paid within 30 days of said invoice date. **Any late payment will incur a 1½% per month late charge.** Payments will be made via check or credit card.
- 9 Advertisers will indemnify, defend, and hold harmless the Publisher from any claims and all loss, expense, or liability arising out of the publication of any Advertising copy. An authorized company representative must sign the contract.

### **Digital Artwork**

- 1 Color proof must be supplied. See media kit for acceptable formats.
- 2 Proofs and artwork must be e-mailed to [graphics@ACAamps.org](mailto:graphics@ACAamps.org). Fax a copy of your proof to 765-342-2065 Attn: graphics.
- 3 Unless requested, art work will not be returned. If advertising art work is to be returned, please request this in writing to [graphics@ACAamps.org](mailto:graphics@ACAamps.org).
- 4 Submitting new ads: Send new ad to [graphics@ACAamps.org](mailto:graphics@ACAamps.org) and notify sales manager.