

Dining on Cape Cod

2011/2012 Edition Display Advertising Rate Card/Contract

Ad Size	Dimensions	All ads 4-color
Full Page	7 ¼" x 4 ½" (7.25 x 4.5")	<input type="checkbox"/> \$ 1,795.00
½ Page (Horizontal)	3 ½" x 4 ½" (3.5 x 4.5")	<input type="checkbox"/> 995.00

Preferred Placement (full page ads only – 8 ¼" x 5 ½" – includes ½" bleed; keep live area minimum ½" from edge):

- Inside front cover Page 1 Inside back cover Opposite inside back cover @ \$2,295
 Back cover @ \$2,795 Rates are for space only; all ads net, no agency commission.

Advertising includes a FREE rotating banner on the homepage of **CapeCodDiningGuide.com** linking to advertiser's website.
Full Page ad receives a minimum 6-month free link; 1/2 Page ad receives a minimum 3-month free link.

Deadline: May 16, 2011

Advertising materials received after deadline will be subject to a 10% processing surcharge.

*See specifications for submitting Digital Advertising Files & Proofs.

- CONTRACT -

Please reserve advertising space in the 2011/'12 Dining on Cape Cod as checked above \$ _____

Paid in full by check with contract less 5% discount \$ _____

Minimum print run: 120,000 copies

OR 25% non-refundable deposit payable by check only \$ _____

Balance Due June 30, 2010 \$ _____

I will submit my ad electronically (See "Specifications for Submitting Digital Advertising Files & Proofs")

I will need help preparing a new ad.

Please print and complete in full

Business Name _____

Business Address _____

Mailing Address (if different from above) _____

Authorized Name _____ Title _____

Signature _____ Date _____

Telephone _____ Fax _____ Email _____

Web Address _____

Off-Season Address _____ Off-Season Telephone _____

Credit cards MC Visa American Express

Name as it appears on card: _____

Card Number: _____ Exp. date: _____

Please charge my credit card for a single payment of _____ on (date) _____ .

Please charge my credit card for 3 equal payments of _____ on (dates) _____ , _____ , _____ .

Inquiries: Call Marty Summerfield at: (508) 362-7472 • Fax: (508) 362-5975 • Email: info@capecoddiningguide.com

Make check(s) payable to Dining on Cape Cod

Send contract, check(s) and advertising materials to:

Dining on Cape Cod
441 Route 6A • P.O. Box 744
Yarmouth Port, MA 02675