

Insertion Order- 2008 Buyer's Guide



Company: ("Advertiser"): _____
 Billing Address: _____
 City: _____ State: _____ Zip (+ 4) _____
 Telephone: _____ Fax: _____
 E-mail: _____

Size	4 Color	Black + 1 Color	Black / White	Bleed
Two – Page Spread	\$6,400	\$4,144	\$3,599	Included
Outside Back Cover	\$5,945	N/A	N/A	Included
Inside Front Cover	\$5,860	N/A	N/A	Included
Inside Back Cover	\$5,860	N/A	N/A	Included
Page 2	\$4,419	N/A	N/A	Included
Tab Divider – Full Page – Front	N/A	N/A	\$2,495	N/A
Tab Divider – Full Page – Back	N/A	N/A	\$2,495	N/A
Full Page *	\$3,649	\$2,413	\$2,095	Add 10%
2/3 Page *	\$2,935	\$2,032	\$1,765	N/A
1/2 Page *	\$2,400	\$1,658	\$1,442	N/A
1/3 Page *	\$1,793	\$1,108	\$960	N/A
1/6 Page *	\$1,518	\$600	\$579	N/A
Super Member Listing **	N/A	N/A	\$198	N/A
Bold Member Listing **	N/A	N/A	\$108	N/A

* 4C, B+I and B/W available in Quality of Life section. Only B/W is available in Membership Listing section.
 ** Available in Membership Listing only.
Guaranteed ad position add 15%

Ad Location

- Quality of Life Section (color or B/W)
 Membership Listing Section (B/W only)

Ad Materials

- Will provide Disk with laser proof
 Pick Up (advertisers from 2007 Guide)
 Other: _____

Total Advertising Fees:

Ad Space Cost \$ _____
 Guaranteed Position (add 15%) \$ _____
 Full Page Bleed (add 10%) \$ _____
TOTAL AD COST \$ _____

Cash Check Credit Card

Credit Card #: _____

Expiration Date: _____

Reporting deadline: Wednesdays, 12 noon

Received at Chamber: _____

Contract continued on reverse...


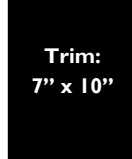
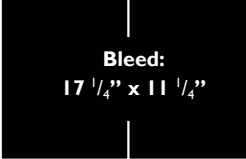
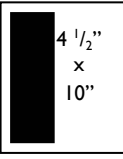
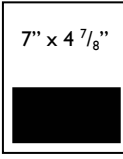

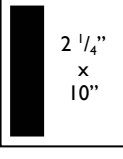
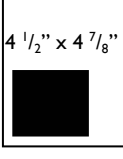
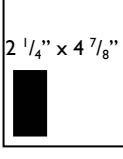
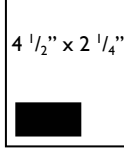
Lakeland Area Chamber of Commerce
 PO Box 3607
 Lakeland, FL 33802-3607
 Fax: 863/683-7454

Questions? Call Amy Wiggins- 863/688-8551 Ext. 229 or E-mail awiggins@lakelandchamber.com



Insertion Order- 2008 Buyer's Guide



Full Page  <p>7" x 10"</p>	Full Page Bleed Trim:  <p>7" x 10"</p> <p>Live area for copy: 7"x10"</p> <p>Bleed: 8 5/8"x11 1/4"</p>	Two Page Spread  <p>Bleed: 17 1/4" x 11 1/4"</p> <p>Allow 1/2" gutter for spread bleed. Live copy should remain within standard ad dimensions.</p>	
Half-Page Vertical  <p>4 1/2" x 10"</p>	Half-Page Horizontal  <p>7" x 4 7/8"</p>	2/3 Page  <p>4 1/2" x 10"</p>	
1/3 Page Vertical  <p>2 1/4" x 10"</p>	1/3 Page Horizontal  <p>4 1/2" x 4 7/8"</p>	1/6 Page Vertical  <p>2 1/4" x 4 7/8"</p>	1/6 Page Horizontal  <p>4 1/2" x 2 1/4"</p>

SPECIFICATIONS
Files must be accompanied by laser proof. Native applications Mac-based preferred: Adobe

Illustrator – eps, fonts outlined; **Adobe Photoshop** – 300 dpi CMYK, .eps, .tif or .jpg; **Adobe InDesign** with all support files; **Adobe Pagemaker** with all support files; **Adobe PDF**. CorelDraw must convert type and art to curves and save as Adobe Illustrator .eps or .ai file. All files 100% final size, art placed at 100%. All fonts Postscript unless outlines. No guarantee of reproduction for TrueType fonts. All color and photos, use CMYK mode. Black and white, use grayscale .tif or .eps format. **No native Microsoft files accepted.**

Advertiser acknowledges that this is a binding contract with Lakeland Area Chamber of Commerce, Inc. (the "Chamber") that shall be effective as of the date written for ad placement in the 2008 Lakeland Chamber Buyer's Guide. Advertiser agrees to pay the Chamber the Total Ad Cost set forth above. Payment is to be SUBMITTED WITH THIS CONTRACT AS SPECIFIED ABOVE IN ADVANCE OF THE PUBLICATION DATE, unless credit of the Advertiser has been approved by the Chamber. Any sums not paid when due shall accrue interest at the rate of 18% per annum. Cancellations are not accepted and copy corrections cannot be guaranteed after the deadline date. The Chamber reserves the right to change the publication schedule without prior notice. All advertising matters shall be subject to approval by the Chamber prior to consent for advertising space. The Chamber reserves the right to refuse copy at its sole discretion. The Chamber does not guarantee ad placement/location. No political advertising of any kind is accepted. The Chamber's liability for error in or omission of advertisement shall be limited to refunding unearned charges already collected; under no circumstances will the Chamber be liable for any consequential or other damages resulting from error or omission. Advertiser represents the Chamber is authorized to publish the contents and subject matter of the advertisements covered by this contract, and that Advertiser possesses all necessary releases, consents, licenses, copyrights or trademarks regarding the content of the ad. Advertiser agrees to indemnify the Chamber against any loss or expense resulting from any claims, actions, or proceedings based on the contents or subject of such advertisements submitted, printed, and published. The contract shall be governed by, and construed and enforced, under the laws of the State of Florida and the venue of any legal proceedings shall be in Polk County, Florida. If any legal action or other proceeding, is brought for the enforcement of, or a dispute, breach, default or misrepresentation in connection with any provision of this contract, the successful or prevailing party shall be entitled to recover reasonable attorney's fees, court costs, and other reasonable expenses incurred in connection with maintaining or defending such action or proceeding, as the case might be, in addition to any other relief to which such party may be entitled. The Chamber will not be bound by any promises or agreements not contained herein, nor shall any such agreements relieve Advertiser or its agents (if any) of their obligation herein. This contract must be signed by all 2008 Buyer's Guide Advertisers. Please make checks payable to the Lakeland Area Chamber of Commerce

Required Signatures:

Authorized Company Representative	Volunteer	Campaign Director
Printed Name	Printed Name	
Title	Company	
Date Signed	Date Signed	Date Recorded/Week No.

Return this contract to:

Lakeland Area Chamber of Commerce
 PO Box 3607
 Lakeland, FL 33802-3607
 Fax: 863/683-7454



Inv No./Date _____

Confirmation _____

Questions? Call Amy Wiggins- 863/688-8551 Ext. 229 or E-mail awiggins@lakelandchamber.com