



COLORADO SPRINGS & THE PIKES PEAK REGION OFFICIAL VISITOR GUIDE

2021 ADVERTISING CONTRACT - STANDARD PRICING

Advertiser Name: _____ Primary Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ E-mail: _____

Advertiser agrees to buy and Publisher (Official Visitor Guide Joint Venture) agrees to publish advertising as follows:

STANDARD AD SIZES & PRICING

Please check the box next to the ad size you will purchase. Prices are net of agency commission.

- Full Page \$9,685
- 2/3 Page Vertical \$6,675
- 1/2 Page Vertical \$5,430
- 1/2 Page Horizontal \$5,430
- 1/3 Page Vertical \$3,600
- 1/4 Page Vertical \$2,755
- 1/6 Page Vertical \$1,885

ADDITIONAL OPPORTUNITIES

Check the box next to the enhancements you will purchase and check the quantity you will buy. See the Rate Card for details on each opportunity.

- | | Qty = | 1 | 2 | 3 |
|---|------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> Coupon | \$460 each | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Photo w/ Caption | \$250 each | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Additional Listing | \$110 each | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Enhanced Listing | \$95 each | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Online Video | \$85 each | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please add your additional listing category here (subject to approval):

NEW FILE OR PICK-UP

- New ad file will be sent – OR – Use 2020 ad
- New coupon file will be sent – OR – Use 2020 coupon

(We will update the coupon expiration date if we can easily do so. If not, advertiser will need to submit a new coupon file.)

COST CALCULATOR

- + Ad Cost \$ _____
- + Coupon(s) \$ _____
- + Add'l Opportunities (total) \$ _____
- = Total Purchases \$ _____
- 10% Early Bird Discount** \$ _____
- = Total Amount Due \$ _____**

50% Deposit \$ _____

Due 10/26/20 for Early Bird Discount
or 11/9/20 for regular pricing.

50% Balance \$ _____

All payments are due 12/1/20 (Early Bird Discount will be forfeited if this deadline is not met.)

IMPORTANT PAYMENT INFORMATION

**

In order to receive the Early Bird Discount, a signed contract and 50% deposit must be received by 10/26/20 and **the final balance due must be received by 12/1/20.**

IMPORTANT DATES

10% Early Bird ad reservation due date (50% deposit required)	Monday Oct. 26, 2020
Standard ad reservation due date (50% deposit required)	Monday, Nov. 9, 2020
Ad materials due	Monday, Nov. 16, 2020
Remaining balance due (10% discount lost if this deadline is not met)	Tuesday, Dec. 1, 2020
Publication date	February 2021

Ads MAY NOT include coupon offers.

If they do, advertiser will be required to either submit a revised file or pay an additional \$460 for the coupon.

PUBLISHER'S POLICIES

This contract is the only agreement between the two parties and is not subject to cancellation or refund. In the event all advertising materials are not provided to Publisher's specifications and deadlines, the publication of the name, address and phone number of the advertiser will be considered in compliance with the terms of this advertising agreement.

The Official Visitor Guide to Colorado Springs and the Pikes Peak Region will not be bound by any condition, printed or other wise, appearing on insertion orders, copy instructions, copy itself, or contracts when such conditions conflict with Official Visitor Guide's policies or the provisions of this order form. Advertisers and their advertising agencies assume liability for all contents (including text, representation and illustration) of advertising and also assume responsibility for any claims arising against the Publisher as a result thereof.

Publisher reserves the right to cancel or reject any and all advertising that is considered to be (at the Publisher's sole discretion) in poor taste, a diversion from the general objectives of the publication or do not meet the technical specifications and design / aesthetic standards of the Publisher. Publisher has made every effort to maintain the accuracy of information included in the Official Visitor Guide and accepts no responsibility for errors, changes or omissions.

Publisher shall not be responsible or liable for failure to publish any advertisement or copy when caused by fires, labor disputes, strikes, government restrictions, war, riot, insurrection, acts of terrorism, natural disasters, weather, acts of God or other circumstances beyond the reasonable control of Publisher.

If failure to publish any advertisement copy of the advertiser is the fault of Publisher, the sole liability of Publisher shall be the return of the actual amount paid by advertiser and in no event will Publisher be liable for any lost profits or consequential, special or any other damages of any kind. **Failure to pay for ad placement as outlined by this contract may result in Publisher not publishing the ad.**

PAYMENT POLICIES

**Early bird Discount is a 10% discount that applies only to contracts received with a 50% deposit by Oct. 26, 2020 AND final payment by Dec. 1, 2020. No exceptions. The Early Bird Discount applies to all advertising opportunities. Accounts are due and payable as listed on this contract. Failure to pay as agreed may result in the ad not running and will result in billing at full rate with a finance charge of 1.5% per month on accounts over 30 days past due. Advertiser is liable for all collection costs and attorney fees. No ads may be placed in the 2021 guide if there is an outstanding balance for any previous edition or if dues or other payments are owed to the VCOS or PPRAA.

New for the 2021 guide: we can set up a 3-month payment plan with 50% due on Dec 1, 2020 25% due on Jan 1, 2021 and 25% due on Feb 1, 2021. Advertisers on the payment plan will pay a 2% fee and not qualify for the Early Bird Discount. A valid credit card is required to get on a payment plan. Please contact Jane@VisitCOS to set this up.

PAYMENT INSTRUCTIONS

Make Checks Payable to: Official Visitor Guide

Mailing or Drop-Off Address: Visit Colorado Springs 515 S. Cascade Ave. Colorado Springs CO 80903

Credit Card Payments: Call Jane at (719) 685-7637

My signature authorizes this order, and I attest that I have read and agree to the entire contract and have the authority to contract for this advertisement.

Signature: _____

Printed Name: _____

Name of Agency (if applicable): _____

Date: _____

Go to www.VisitCOS.com/OVGadspecs for file information & guidelines. The Rate Card guidelines are a part of this legally binding contract.