

# 2010 Northern Illinois Visitor Guide Advertising Contract

Entity Name \_\_\_\_\_

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

The popularity of the Northern Illinois Visitors Guide has grown and grown over the past decade. The guide is distributed free of charge through a comprehensive network, including State Welcome Centers, Visitors Kiosks in the 5 main Interstate Oasis Centers, Regional Convention and Visitor Bureaus, Chambers of Commerce, hotels and motels, and other tourism entities, to name a few. The 2010 edition will be published in December 2009, just in time for travelers to plan their 2010 vacations to northern Illinois! The format is an attractive, 52-page, full color, magazine-quality publication.

## Same ad rates as last year!

<b>Please</b>	<input type="checkbox"/> Back Cover	\$3,000	8 3/8" (w) x 8" (h) ( <b>vertical only</b> , full bleed-allow extra 1/8")
<b>Check:</b>	<input type="checkbox"/> Inside Front Cover	2,750	8 3/8" (w) x 10 7/8" (h) ( <b>vertical only</b> , full bleed-allow extra 1/8")
	<input type="checkbox"/> Inside Back Cover	2,750	8 3/8" (w) x 10 7/8" (h) ( <b>vertical only</b> , full bleed-allow extra 1/8")
	<input type="checkbox"/> Full Page	2,200	8 3/8" (w) x 10 7/8" (h) ( <b>vertical only</b> , full bleed-allow extra 1/8")
	<input type="checkbox"/> 2/3 Page	1,600	5 1/16" (w) 10 1/4" (h) ( <b>vertical only</b> )
	<input type="checkbox"/> 1/2 Page	1,450	7 3/4" (w) 5 1/8" (h) ( <b>horizontal only</b> )
	<input type="checkbox"/> 1/3 Page	1,295	2 7/16" (w) 10 1/4" (h) ( <b>vertical only</b> )
	<input type="checkbox"/> 1/6 Page	775	5 1/16" (w) 2 7/16" (h) ( <b>horizontal</b> ) 2 7/16" (w) 5 1/16" (h) ( <b>vertical</b> )
	<input type="checkbox"/> Specialty Page Listing	275*	Listing of business name, address, phone, website and hours

**For specialty pages, please check:**  Golf  Museums  Family Fun  Agritourism

\*Per listing - only \$175 per listing with the purchase of a regular ad!

**Please re-run my ad from the 2009 Guide with no changes.**

**I will require an invoice for payment.** *Special instructions:* \_\_\_\_\_

## Payment

Ads must be **paid in full by September 30, 2009** for inclusion in the 2010 Visitors Guide ***Space is not guaranteed until full payment is received.*** Make check payable to Trittenhaus Design. Materials and payment should be sent to: Trittenhaus Design, 111 W. Elm St., Sycamore, IL 60178

## Materials

**All ad material must be received by October 30, 2009.** Artwork should be provided at final size (see dimensions above). Software supported includes Quark Express 7, Adobe Illustrator CS3, or Photoshop CS3 (earlier versions accepted). Mac platform is preferred. PC platform accepted in Illustrator or Photoshop only. If using Illustrator, please make sure all fonts have been converted to outlines. All fonts and graphic files must be included. Graphic images must be converted to CMYK. NOTE: ALL SPOT COLORS WILL BE CONVERTED TO 4-COLOR PROCESS. Please provide files on CD. A proof **MUST** accompany electronic files. If no proof is included, the Illinois Route 66 Scenic Byway, Trittenhaus Design, the designers and printer are not responsible for final outcome. If composition is required to complete an ad or when material is furnished that requires additional preparation, **advertiser will be billed at the rate of \$75/hour.** Complete graphic design services are available, for more information call 815-895-4026 or email: ideas@trittenhaus.com.

## Policy

Northern Illinois Tourism Development Office and Trittenhaus Design reserve the right to accept, reject or cancel any advertisement which they deem objectionable in context or illustration. The advertiser assumes all liability for their advertising content printed in the guide and any claims of litigation arising against them. Northern Illinois Tourism Development Office and Trittenhaus Design will not be held liable for any damages if an advertisement is not published. With the exception of the covers, placement of the advertisement is at the sole discretion of Trittenhaus Design. Northern Illinois Tourism Development Office and Trittenhaus Design will not be bound by any conditions oral or written on order blanks, in agency forms, with copy instructions or otherwise which conflict with the provisions of this rate card. Northern Illinois Tourism Development Office and Trittenhaus Design shall have no liability to any advertiser or advertising agency because of a failure to complete advertising order which have been accepted due to acts of God, strikes, work stoppages, fires, accidents, postal delays or any other circumstances of whatever nature beyond its control.

*I have read and agree to the above terms and conditions.*

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**You can fax contract to: 815-899-7875 or mail with check to: Trittenhaus Design  
111 W. Elm Street, Sycamore, IL 60178**

**For more info contact:  
Patricia Sims  
847-302-0589  
psims@trittenhaus.com  
or  
Wendy Tritt  
phone: 815-895-4026**