



# Advertising Contract

Please Complete Form, Select Issues, Ad Sizes & Rates, Sign Contract and fax back to

**770-807-0249**

**ALL ADVERTISERS MUST PROVIDE SIGNED CONTRACT TO RESERVE AD SPACE**

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

| ISSUE                               | RUN       | AD DEADLINE  |
|-------------------------------------|-----------|--------------|
| <input type="checkbox"/> DANCE 12   | FEB - APR | 02 / 06 / 12 |
| <input type="checkbox"/> SPRING 12  | APR - JUN | 04 / 09 / 12 |
| <input type="checkbox"/> SUMMER 12  | JUN - AUG | 06 / 11 / 12 |
| <input type="checkbox"/> FALL 12    | AUG - OCT | 08 / 27 / 12 |
| <input type="checkbox"/> HOLIDAY 12 | OCT - DEC | 10 / 08 / 12 |
| <input type="checkbox"/> WINTER 12  | DEC - FEB | 11 / 29 / 12 |

| 4 COLOR AD / PAGE SIZE & RATES |               |                  |
|--------------------------------|---------------|------------------|
|                                | Retail Rate   | Non- Profit Rate |
| <b>FULL PAGE</b>               | <b>\$1250</b> | <b>\$900</b>     |
| <b>HALF PAGE</b>               | <b>\$750</b>  | <b>\$550</b>     |
| <b>1 / 4 PAGE</b>              | <b>\$450</b>  | <b>\$350</b>     |
| <b>INSIDE CVRS</b>             | <b>\$1500</b> | <b>\$1250</b>    |
| <b>BACK COVER</b>              | <b>\$1750</b> | <b>\$1500</b>    |

**% Off Retail & Non-Profit Rates**  
**3 Insertions - 10%    6 Insertions - 17%**

### AD DIMENSIONS

FULL PG BLEED - 5.5(W) X 8.875(H)    FULL PG LIVE - 4.75(W) X 7.875(H)  
 FULL TRIM SZ - 5.25(W) X 8.375(H)    1/2 PAGE - 4.75(W) X 3.75(H)  
 1/4 PAGE - 2.25(W) X 3.75(H)

| AD SIZE / RATE SELECTION |        |       |
|--------------------------|--------|-------|
| # of Ads                 | X RATE | Total |
| _____ FULL               | _____  | _____ |
| _____ 1/2                | _____  | _____ |
| _____ 1/4                | _____  | _____ |
| _____ INSIDE CVRS        | _____  | _____ |
| _____ BACK COVER         | _____  | _____ |
| <b>Total Contract</b>    |        | _____ |

### Easy Pay Option

( ) Visa ( ) MasterCard ( ) \*Amex ( ) \*Discover

\*there is a 3.5% service charge for Amex & Discover



CC# \_\_\_\_\_

EXP Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Last 3 Digits # on Back \_\_\_\_/\_\_\_\_/\_\_\_\_

Name As it Appears on CC \_\_\_\_\_

Address of CC \_\_\_\_\_

City \_\_\_\_\_ St. \_\_\_\_\_ Zip of Card \_\_\_\_\_

Please sign and date here for CC payment

X \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Advertisers must sign contract to secure space reservation. Please sign contract and return via email as soon as possible. TERMS: 50% due with signed contract. Balance Due at Ad Deadline**

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

Account Executive \_\_\_\_\_ Date \_\_\_\_\_

Signee accepts responsibility for payment and is an authorized agent for the above company. Atlanta ShowGuide (ASG) reserves the right to run any contracted advertisers company name and phone number in the agreed contracted ad space if all efforts to secure ad copy or ad creatives are exhausted and said advertiser does not comply with ASG by providing the contracted advertisement, ASG will hold this advertiser responsible for any charges or fees relating to this advertisement's run.



**SEND ALL MATERIALS TO:**  
**Atlanta ShowGuide**  
**P.O. Box 941040 Atlanta, GA. 31141-1040**  
**770-807-0234 ph# 770-807-0249 fx#**  
**sales@atlantashowguide.com**  
**www.atlantashowguide.com**