

# 2012 GLBT Chamber Advertising Agreement



## Member Information

Member Business Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City | State | Zip: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_  
 E-mail: \_\_\_\_\_

## Chamber Guide & Directory Advertising

**Due Date: Agreement, full payment and artwork are due April 16, 2012**

### Calculate Payment

	Amount Due
Category: _____ Ad Size: _____	\$ _____
Unique Location: _____	\$ _____
** Same ad, second category; 50% off full price (enter category title below) \$ _____	
Subtotal:	\$ _____
_____	\$ _____
_____	\$ _____
Listing Enhancement Options: (Carry From Below)	\$ _____
Subtotal:	\$ _____
Discounts:	\$ _____
<b>Grand Total:</b>	<b>\$ _____</b>

### † Listing Enhancements

Additional Phone (\$25 each): \$ \_\_\_\_\_  
 Fax (\$25 each): \$ \_\_\_\_\_  
 Website Address (\$25 each): \$ \_\_\_\_\_  
**Map Icon** (\$50 each): \$ \_\_\_\_\_  
 Additional/New Categories (\$50 each)<sup>1</sup>: \$ \_\_\_\_\_  
 Green  Blue  Red  
 Listing Color (\$75 each): \$ \_\_\_\_\_  
 Additional Content Lines (\$25 per 60 characters)<sup>2</sup>: \$ \_\_\_\_\_  
 Total Listing Enhancements (carry above): \$ \_\_\_\_\_

1) Additional/New Categories:  
See Category List Online.  
 2) Additional Content Lines: \_\_\_\_\_

**AGREEMENT:** By my signature below, I hereby agree to purchase display advertising and/or listing enhancements from the North Texas GLBT Chamber of Commerce ("Chamber") to appear in the 2012 Community Resource & Visitor Guide ("Guide") on the terms and conditions set forth in this Display Advertising Agreement ("Agreement") and any attachments hereto. I hereby certify that I am a current member of the Chamber in good standing or, if not already a member, I agree to make a full application for membership, including payment of dues, by April 16, 2012, or simultaneous with the submission of this Agreement, whichever is later. I agree that the Chamber, in its sole discretion, may cancel this agreement, if I fail to timely meet membership, Agreement payment, or any submission requirement deadlines under this Agreement. I further agree that the Chamber shall make no refunds, adjustments or credits for cancellations made after April 16, 2012. I agree that all advertisement submissions are subject to Chamber approval as to appropriateness and suitability, and that the Chamber, in its sole discretion, may cancel this Agreement if the Chamber determines any advertisement is not appropriate or suitable for publication in the Guide. I understand that the Chamber may, without notice, alter the Guide publishing specifications including but not limited to cover design, interior design, finished size, shape, number of pages, type of paper and number/quantity of Guides printed. I further agree that I will not hold the Chamber or any of its officers, directors, staff or contractors liable for damages of any kind related to the Guide or to the appearance of, or failure to publish, my advertisement, or for any other reason, and I hereby waive any claims for breach of warranty (express or implied), tort (including but not limited to negligence and strict liability), and any incidental, consequential or special damages, including without limitation loss of profits, arising from or out of this Agreement or the provisions of goods or services under this Agreement. I further agree to indemnify and hold the Chamber and its officers, directors, staff and contractors harmless from any and all liability, suits, causes of action, claims, attorneys' fees and costs, and damages of any kind that might arise from the publication of the materials that I submit.

The signed and completed Agreement MUST be sent to the Chamber with your payment or your ad will NOT be included in the 2012 Community Resource & Visitor Guide. We strongly recommend that you retain a copy of your disk, a print of the ad, and a copy of this form for your records.

### Payment Method

Check (Make payable to North Texas GLBT Chamber)  
 Credit Card:  MasterCard/Visa  American Express  
 Card Number: \_\_\_\_\_ Exp. Date (MM/YY): \_\_\_\_\_  
*(if CC billing address is different from above, please provide)*  
 Name as it appears on card: \_\_\_\_\_ CCV/CCID \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

By signing and/or submitting this form you agree to abide by the terms and conditions contained in the "Agreement" section above. This form must be received by April 16, 2012. All artwork and proofs must also be received by April 16, 2012. (A late fee of \$100 may apply for artwork submissions after April 16, 2012.)

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: 214.821.4528 | Fax: 214.821.4530 | Web: GLBTChamber.org

Please retain a copy for your records

## Guide Ad Size Options (ALL Full Color)

Select Option	Size	Width	Depth	Regular Rate	Returning Advertisers
<input type="checkbox"/>	2 Page*	6 3/4" x	8 13/16"	\$ 2,500	\$ 2,000
<input type="checkbox"/>	Full page	3 3/8" x	8 13/16"	\$ 1,500	\$ 1,200
<input type="checkbox"/>	1/2 Page	3 3/8" x	4 5/8"	\$ 900	\$ 720
<input type="checkbox"/>	1/3 Page	3 3/8" x	3"	\$ 700	\$ 560
<input type="checkbox"/>	1/4 Page	3 3/8" x	2 1/4"	\$ 500	\$ 400

\* Allow 1/2" gutter in the center.

### Unique Location Options

<input type="checkbox"/> Guaranteed 1st Ad in Category	\$ 250
<input type="checkbox"/> Guaranteed Right Side Placement	\$ 250
<input type="checkbox"/> Inside Front Cover	\$ 5,000
<input type="checkbox"/> 2 Page Inside Front Cover	\$ 8,000
<input type="checkbox"/> Page 1 (right side of inside front)	\$ 2,500
<input type="checkbox"/> Page 3 (right side of Masthead)	\$ 2,000
<input type="checkbox"/> Inside Back Cover	\$ 8,000

### Additional Ad Info

- I will supply a new display ad.  
 Reprint my 2011 ad.

### Print Advertising Specifications

**ONLY Accepted Ad Format:** PDF File (press optimized, CMYK, fonts embedded or outlined, 300 dpi.) If the PDF file is inconsistent with ad specifications, the ad will be returned to advertiser for medications, or run as submitted.

**The following PDF files will not be accepted: PDFs created using PDF Writer, Publisher, Word, Excel and/or PowerPoint.**

#### For ad designers

- All ad dimensions are live area; no bleeds
- Bleeds allowed on Premium Ads ONLY
- Allow 0.5" gutter for all 2 Page ads
- Preferred Line Screen is 150; a minimum of 133 will be accepted

#### PROOFS

For quality control purposes, one signed proof (hard-copy printout) of your ad must be provided. Note that a color printout from a non-calibrated printer may not be accurate or representative of print quality. We cannot guarantee color matches to color ink jet or laser prints, although we always strive for best color density.

**We recommend that you mail/deliver 1 signed hard copy of your ad to the Chamber.**

Check this box if you will NOT be submitting a hard copy proof. The Chamber will NOT be responsible for incorrect artwork submitted without a hard copy proof.

The Chamber strives to reproduce your ad to industry quality standards. Advertiser, agency or designer is responsible for the resolution and quality of images, color match, font reproduction and/or typographical errors. Color ads must be created using CMYK.

**Your ad disk will not be returned.**

### Ad Submission

Ads may be submitted the following ways:

1. Via email ([guide@glbtchamber.org](mailto:guide@glbtchamber.org))
2. Hand delivery (disk) to sales rep
3. On disk via US Mail:

GLBT Chamber  
 Attn: 2012 Guide Ads  
 3824 Cedar Springs Road, Suite 429  
 Dallas, TX 75219-4168

For Office Use

DATE REC'D	PAYMENT	ARTWORK	REP
Approved: _____			
Icons: _____		Partner Org: _____	