

MARKET SQUARE

WHOLESALE SHOWS

Valley Forge

FEBRUARY 2018 ADVERTISING CONTRACT

Contract & ad requirements due **OCTOBER 2, 2017**
 Final payment & supplied ads due **OCTOBER 23, 2017**

PLEASE PRINT OR TYPE

Company Name: _____

Contact Person: _____

Address: _____ Shipping Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Phone Ext.: _____ Fax: _____

E-mail: _____ Web Site: _____

Showcase ads only - product description (10-words or less): _____

PREVIEW MARKETING GUIDE RATES:

The following rates include ad design. Photographs, ad copy and layout should be included under a separate cover. If you need a proof of the ad before it is complete, we must know in advance.

	RATE	SUPPLIED AD DISCOUNT
<input type="checkbox"/> Full-page	\$1400.00	<input type="checkbox"/> \$1373.00
<input type="checkbox"/> 1/2 page	\$1033.00	<input type="checkbox"/> \$900.00
<input type="checkbox"/> Showcase Ad	\$ 295.00	
<input type="checkbox"/> Logo Insertion in Exhibitor Listing	\$ 90.00	
<input type="checkbox"/> Business Name Highlighted in Exhibitor Listing	\$ 35.00	
<input type="checkbox"/> Inside Front Cover (call in advance)	\$1585.00	
<input type="checkbox"/> Inside Back Cover (call in advance)	\$1505.00	
<input type="checkbox"/> Back Cover (call in advance)	\$1505.00	

SHOW DIRECTORY RATES:

REPRODUCED BLACK & WHITE RATES:

Reproduce your Preview ad in the Show Directory. Ads will be reformatted to the size of the show directory and reproduced in black and white.

	RATE		RATE
<input type="checkbox"/> Full-page	\$225.00	<input type="checkbox"/> Showcase ad	\$50.00
<input type="checkbox"/> 1/2 page	\$125.00		

SHOW DIRECTORY FULL PAGE 4-COLOR RATES:

NOTE: The following rates are for supplied ads

	RATE
<input type="checkbox"/> Back Cover (call in advance)	\$1100.00
<input type="checkbox"/> Inside Front Cover (call in advance)	\$ 900.00
<input type="checkbox"/> Inside Back Cover (call in advance)	\$ 800.00
<input type="checkbox"/> Floor Plan Insert (call in advance)	\$ 800.00

CREDIT CARD PAYMENTS:

Credit card will be charged for 50% total.

Mastercard VISA Discover

If contract is received on or after **OCTOBER 23, 2017**, full balance will be charged.

Card No. - - -

Exp. Date Card Identification # (The last 3 digits of the number located on the back of your card.)

NAME AS IT APPEARS ON CARD - (PLEASE PRINT)

SIGNATURE

YOUR FINAL BALANCE WILL AUTOMATICALLY BE CHARGED ON OCTOBER 23, 2017

50% DUE WITH CONTRACT, 100% DUE OCTOBER 23, 2017 (OFFICE USE ONLY)

ADVERTISING TOTAL \$ _____

Date _____	CK# _____	\$ _____
Date _____	CK# _____	\$ _____
Date _____	CK# _____	\$ _____
Date _____	CK# _____	\$ _____

(OFFICE USE ONLY)

_____ contract

_____ invoice

TERMS AND CONDITIONS:

1. A non-refundable payment of 50% of total advertisement cost and all materials for ad design are due on **OCTOBER 2, 2017**. Total payment and all supplied ads due on **OCTOBER 23, 2017**.
2. There will be a \$50.00 fee for each check that is returned as non-sufficient funds.
3. Publisher reserves the right to decline or reject any advertising for any reason at any time without liability, even if previously acknowledged or accepted. The Publisher shall not be held responsible for any damages if the advertisement is not published.
4. Upon request, a black and white proof will be sent. Upon approval, Advertiser is solely responsible for its contents and the Publisher will not be held responsible if it contains an error.
5. Advertiser assumes all liability for any claims and/or expenses resulting from the unauthorized or improper use of any names, photographs, maps, illustrations or other contents used or statements made in connection with his/her advertising.
6. Advertiser recognizes that the quality of reproduction of an advertisement is solely dependent on the quality of the materials supplied by the Advertiser, including without limitation, inferior photography, bad scans and the like. In the event of a production error, the Publisher's liability will be limited to the cost of the ad.
7. All advertising materials will be held by the Publisher unless otherwise indicated.
8. Although the utmost care is taken in handling all materials, Publisher is not responsible for any loss or damage due to shipping or mishandling.
9. Publisher reserves the right to use any supplied ads or photographs by staff members at any time for its own promotional purposes.
10. Cancellations must be made in writing by final payment deadline.

OFFICE USE ONLY

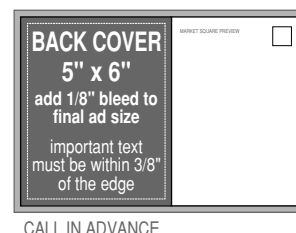
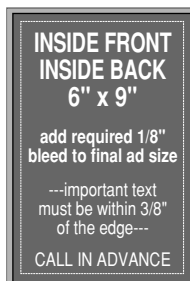
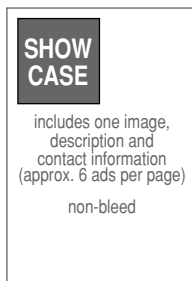
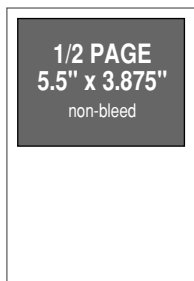
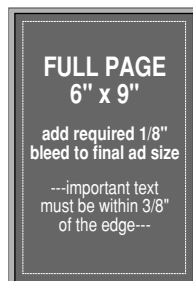
SIGNED _____ DATE _____

ACCEPTED BY MARKET SQUARE, INC. _____ DATE _____

MAKE CHECKS PAYABLE TO: MARKET SQUARE, INC. AND SIGN AND RETURN TO:
 MARKET SQUARE, INC. • P.O. Box 899 • Mechanicsburg, PA 17055

PREVIEW MARKETING GUIDE AD SIZES (mailed prior to the show)

Contract & ad requirements due **OCTOBER 2, 2017** • Final payment & supplied ads due **OCTOBER 23, 2017**



MAGAZINE TRIM SIZE: 6" x 9" • ALL ADS ARE 4-COLOR

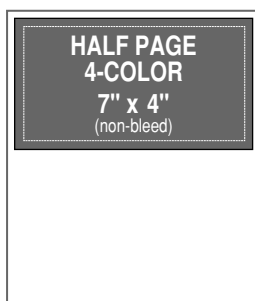
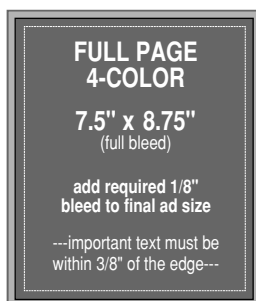
*Please include 1/8" bleed to final ad size and keep all important text within 3/8" of the edge.

SHOW DIRECTORY AD SIZES (handed out at the show)

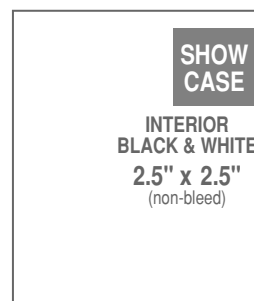
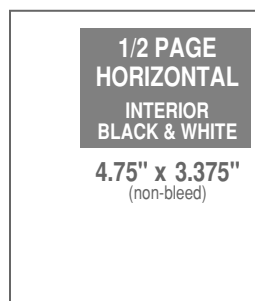
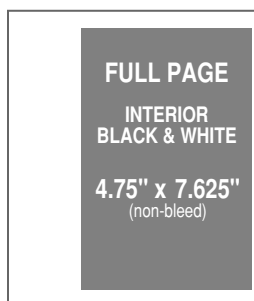
Contract, final payment due **OCTOBER 23, 2017** • Show Directory Ad Materials due **JANUARY 5, 2018**

4-COLOR • COVERS & FLOOR PLAN INSERT

CALL IN ADVANCE



BLACK & WHITE • REPRODUCED ADS



DIGITAL MEDIA REQUIREMENTS:

All ads should be created as high-res PDF files. Quark XPress and Adobe Photoshop will also be accepted. Please contact us before submitting ads from any other software, on any other platform or media. We will not be held responsible for ads that do not meet the following requirements.

- ✓ All live matter should be at least 3/8" from trim.
- ✓ Please be sure to include all fonts and graphics.
- ✓ A color proof submitted with the digital file.
- ✓ Image resolution should be no less than 300 dpi. The magazine is printed at 175-line screen.
- ✓ All color subjects must be defined as CMYK.
- ✓ PDF's can be e-mailed to us directly: msa@marketsquashows.com. Please contact us for FTP site information.

PLEASE NOTE:

Market Square, Inc. is not responsible for correcting bad images, typesetting, errors in type, etc., only for the accurate output of the electronic file submitted. Any necessary alterations will incur production charges for labor and materials.

Market locations will be inserted on all ads unless otherwise specified.

FOR MORE INFORMATION:

Advertising & Production: Call Kristy Hendricks at 570-873-3054, fax 717-796-2384 or e-mail to msa@marketsquashows.com.