

**TOURISM SARNIA-LAMBTON**  
**2019 TRAVEL GUIDE AND MAP**  
**ADVERTISER CONTRACT**

Advertiser Name:		
Contact Name:	Website:	
Street Address:	City:	Postal Code:
Email Address:	Phone Number:	
Billing Contact Name (If different from contact name):	Billing Phone Number:	
Billing Email Address:		
<b>PAYMENT OPTIONS</b>		
<input type="checkbox"/> Cheque (payable to <b>Tourism Sarnia-Lambton</b> ) <small>Mail to: Tourism Sarnia-Lambton – 2019 Guide, 1455 Venetian Boulevard, Point Edward ON N7T 7W7</small>		
<input type="checkbox"/> MasterCard <input type="checkbox"/> VISA		
Name on Credit Card:		
Card Number:	Expiry Date:	

**TRAVEL GUIDE RATES**

SIZE	RATE after Nov 16	# OF ADS	COST
Full Page - 6.5" x 9.8125"	\$2,704.19		
Full Page Advertorial - 5.75" x 8.9375"	\$2,204.19		
1/2 Page Vertical - 2.7813" x 8.9375"	\$1,704.19		
1/2 Page Horizontal - 5.75" x 4.375"	\$1,704.19		
1/4 Page - 2.7813" x 4.375"	\$854.19		
1/8 Page - 2.7813" x 2.0938"	\$504.19		
Back Cover - 6.5" x 9.8125"	\$4,504.19		
Inside Front/Back - 6.5" x 9.8125"	\$3,204.19		

Please include special instructions for your advertisement here:

**MAP RATES**

SIZE	RATE	# OF ADS	COST
Back Cover - 4.5" x 9"	\$1,504		
1 Panel - 4.5" x 9"	\$1,004		
1/2 Panel - 4.5" x 4.5"	\$554		

Sub-total	
HST	
<b>Total</b>	

Tourism Sarnia-Lambton HST #862635216RT0001  
 Payment is due upon approval of your ad.

Signature of advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

To book your advertisement, please email this form to: **Shelley Ambrose**  
 SAmbrose@tourismsarnialambton.com  
 519-336-3232 Ext 101  
 Cell: 519-312-4577

# TOURISM SARNIA-LAMBTON 2019 TRAVEL GUIDE AND MAP ADVERTISER CONTRACT

## TERMS

1. Advertisers who book **after November 16** will be invoiced and payment is due in **30 days** from the time of booking. Cheques are to be made payable to Tourism Sarnia-Lambton.
2. Advertisers are liable for charges due under this contract, even in the event of business ownership changes.
3. To remain on schedule, advertisement deadlines will be enforced. Final deadline for all advertising is **Monday January 14, 2019**.
4. This contract can be cancelled by Tourism Sarnia-Lambton at any time for any reason.
5. The position of an advertiser's ad is decided by Tourism Sarnia-Lambton.
6. Tourism Sarnia-Lambton is not responsible for loss or expense resulting from claims, actions or proceedings based on the content of the magazine, map or magazine insert. Advertisement content is the responsibility of the advertiser.
7. Acceptable ad formats include high-resolution PDF, EPS, PSD or TIF files. If you require free ad design, please contact Shelley Ambrose.
8. By completing this "Advertiser Agreement", you agree to all terms set by Tourism Sarnia-Lambton.
9. Please complete both sides of the agreement.

This publication is fully owned by:

  
TOURISM  
**Sarnia-Lambton**  
1455 Venetian Blvd.  
Point Edward, ON N7T 7W7  
519-336-3232

## POWER IN PRINT

According to tourism industry expert Roger Brooks, printed guides and brochures are NOT passé and are still an integral part of trip planning.

As much as we're tied to our tablets, smartphones, apps and computers, there's still no substitute for holding something tangible in your hands. According to a recent research study, printed brochures, maps and guides are used as a primary source for trip planning 55 percent of the time.

During a trip, 81 percent of additional decisions are made from printed brochures, maps and guides. Seven out of ten visitors pick up at least one brochure while on a trip.

Company: \_\_\_\_\_

PRINT Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

