

Traveler's Guide Contract/Insertion Order



Visit Santa Cruz County
303 Water Street, Suite 100
Santa Cruz, CA 95060
831.425.1234 Fax 831.427.4407

Today's Date: _____

Year to be Issued: 2017

Company Name: _____

Insertion Order # _____

Address: _____

Ad Rate \$ _____

City: _____ State: _____ Zip: _____

Phone: _____

Ad Size

Contact Name: _____

Phone: _____ Alt. Phone: _____

Fax: _____

Email: _____

Full Page

1/2 page vertical

1/2 page horizontal

1/3 page vertical

1/3 page horizontal

1/6 page vertical

1/4 page

Art Work Specifications

- Pickup Ad as is from Prior Year
- *Slight Modification by VSCC Publisher (basic text only)
- Camera Ready from Client
- *Ad Redesign by VSCC Publisher Requested
- *New Ad Design by VSCC Publisher Requested

Special Co-op Section

- 1/6 page
- 1/12 page

Co-op Name: _____

Comments / Requests**

Art Work Submittal Deadline: October 14, 2016

Please Read and INITIAL:

_____ I have read the VSCC Rate Card and the mechanical requirements for submitting the artwork for my advertisement. I understand that design costs related to my advertisement are a separate fee and unrelated to my display ad fee paid to the VSCC. If my artwork is submitted in an unworkable format I may be charged for the publisher's time to re-format the file.

_____ I have read and agree to the terms and conditions of Visit Santa Cruz County's payment, cancellation, and liability policies stated on page 2 of this contract.

Client Signature: _____ Date: _____

Print Client's Name: _____

Sales Rep. Signature: _____ Date: _____

Print Sales Rep's Name: Gary Green

* Additional design costs apply.

** Special requests for placement cannot be guaranteed.

Billing & Payment Information: 2017 Traveler's Guide

Date: _____

Payment Method: Credit Card Check

Credit Card Type: Visa MasterCard Discover Amex

Credit Card Billing Address: _____

City: _____ State: _____ Zip: _____

Credit Card Number: _____

Expiration Date: _____ Security Code: _____

Print Name as it appears on card:

Space Charge: \$ _____

Deposit Received: \$ _____

Balance Due: \$ _____

Notes: (Not for Insertion Order Information)

Customer Signature: _____

Date: _____

Payment: A 50% deposit is required to confirm space reservations. Any remaining balance is due no later than 30 days after Guide publication. Any balance not paid in full 30 days after date of publication will be subject to a 1.5% interest charge per month. Please note it is VSCC's policy to seek damages for payments due. If VSCC proceeds in the collection process through small claims court a \$350.00 additional late-pay processing and service fee will also be applied in addition to any interest charges and reimbursement of all court costs.

Cancellations: No cancellations for contracted advertising space will be accepted after 30 days preceding contract deadline in any given year. All cancellations must be received *in writing* by that date, and must be confirmed *in writing* by VSCC before taking effect.

Liabilities: VSCC limits liability for any errors to the cost of the actual space occupied by the error. Please refer to the ad "Specifications and Requirements" outlined in the Rate Card. All ads are subject to approval by VSCC. By placing an advertisement, the advertiser represents that they have authorization for use of materials and artwork supplied for the ad. In addition, the advertiser confirms that the information provided to VSCC which will appear in their ad or listing is accurate and assumes all responsibility for its content. VSCC will not be liable for any loss or liability resulting from the use of unauthorized materials, misrepresentation or inaccuracies on the part of the advertiser.

For office use only:

Fee Confirmation by VSCC Bookkeeper: _____

Inv#: _____