

Antique Explorer

457 S. Main St., Princeton, IL. 61356 • 309.740.4270 • Fax 309.740.0140
 i-net: www.antiqueexplorer.com • email: explorerads@gmail.com • Sales Rep _____

ADVERTISEMENT ORDER FORM 3 ISSUES OR 6 ISSUES

BUSINESS NAME: _____ CONTACT PERSON: _____

ADDRESS: _____ www: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

CHECK 3 issues (minimum) or 6 issue contract

6 issues with complimentary article (issue _____) 3 issues (6 month)

CHECK ISSUES and AD SIZE (must be consecutively)

Dec/Jan Feb/March April/May June/July August/Sept Oct/Nov
 Deadlines Nov 1. Jan.1. March 1. May 1. July 1. Sept. 1.



DISPLAY ADVERTISING RATES 2008 (color included)

	ad size	per issue	Term	Payment
1/12 page	3.125"x2.625"	\$ 49	prepaid	due on dead line
1/8 page	4.785"x2.625"	\$ 74	prepaid	due on dead line
1/6 page	3.125"x5.4"	\$ 93	billed per issue	due on dead line
1/4 page	4.785"x5.4"	\$ 132	billed per issue	due on dead line
1/3 page	3.125"x11"	\$ 172	billed per issue	due on dead line
1/2 page	9.75"x5.4"	\$ 250	billed per issue	due on dead line
Full page	9.75"x11"	\$ 450	billed per issue	due on dead line
Banner 1"	9.75"x1"	\$ 66	prepaid	due on dead line
Banner 2"	9.75"x2"	\$ 119	billed per issue	due on dead line

Payment calculation: 3 issues minimum • 6 issues contract

AD COST PER ISSUE \$ _____ x 3 or 6 = \$ _____
 Total \$ _____

MC/VISA/AMEX# : _____
 EXP. DATE : ____ / ____ (06/88)
 NAME AS IT APPEARS ON CARD : _____
 Billing Address (if different from above) _____

(your card will be charged on deadline date per each issue)

I fully understand the terms and conditions of this agreement. I agree to pay the full balance due at the end of the term designated at front. If the balance is paid after the term designated at front, I understand that a service charge of 1 1/2% interest per month will be added to the total balance due. I understand that I will personally be held responsible for balance due plus collection costs, interest and legal fees incurred.

I have read and understand the policies on the Advertising Rate Contract of the Antique Explorer, and I agree to advertise accordingly.

AE/RS/05/08

Date: _____ Signature of Advertiser _____

Additional Information

Featured Articles

Businesses that advertise in six consecutive issues are eligible to be featured in an article. ***You must contact the editor with your story request.*** Due to tight space limitations, features are run on a space available basis. You will need to submit an information sheet for the article and provide photos. We always encourage businesses to submit "filler" poems, stories, tips, and project information. We will include your shop name and town in the by line for any "filler" that you provide. You are also welcome to provide a paragraph of information about any upcoming events to be printed under your ad, if space permits.

Ad Location

All ads are grouped together by area to help our readers find stores in that area. Many readers use the paper as planning and shopping guide. This method of ad location will strengthen your effectiveness by placing your ad with other stores in your area. We will not sell or guarantee any location in the paper.

Distribution

Our 10,000+ per issue distribution will be a dedicated effort to place your ad in the hands of those who are truly interested in the products you and similar advertisers offer. This will include selected tourist information sites, special events and shops. If you are an advertiser, you must make The Antique Explorer available to your customers.

Group Ads

Group or Composite Ads are single ads for more than one business. Shops in a small/remote area or perhaps, a mall or historical area may be interested in advertising together in one ad to increase the "draw" to their location. Group ads require more time to design, therefore the charges differ from the standard rates. If you are interested in this type of advertisement, please request Group Ads Rate Sheet and Policy.

Ad copy

Please let us know if you will be providing camera ready artwork. There are specific requirements that must be met, for example: exact final size, type size or fonts no less than 9pt, and all final printouts may be from a laser printer.

Error Policy

Our goal is to provide an error free paper. If errors should occur our policy is to make an adjustment on the size of your ad in the next issue. The allowance towards an ad will be based on a mutually agreed upon impact of the error, not to exceed the purchase price of the ad. A copy of your ad as it will appear in the paper will be faxed to you for proof proofing if requested. If you call in your ad, we will not be responsible for errors, unless you have requested a proof for approval.

Articles & Artwork

Articles and artwork printed in The Antique Explorer are property of the Antique Explorer. Reproduction or use of articles or graphic content without permission is prohibited.

Subscriptions

Subscription service is available for individual delivery at \$18.00 per year. Otherwise, customers may pick up FREE issues in all advertised shops and selected tourist information areas.

PLEASE READ CAREFULLY!

- Personal Guarantee For Payment -

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