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## E-GUIDE ADVERTISING INSERTION ORDER

ADVERTISING OPTIONS
<input type="checkbox"/> <b>Square Banner Ad</b> Rate: \$25 per week (4 week minimum) Specs: 125x125 pixels, 12k max. Banner Name: Link Banner To:
<input type="checkbox"/> <b>Double Banner Ad</b> (vertical) Rate: \$40 per week (4 week minimum) Specs: 125x250 pixels, 24k max. Banner Name: Link Banner To:
<input type="checkbox"/> <b>Triple Banner Ad</b> (vertical) Rate: \$50 per week (4 week minimum) Specs: 125x375 pixels, 36k max. Banner Name: Link Banner to:
<input type="checkbox"/> <b>Billboard Banner Ad</b> (Top Placement horizontal) Rate: \$75 per week (4 week minimum) Specs: 468x60 pixels, 12k max. Banner Name: Link Banner to:
<input type="checkbox"/> <b>Promotion</b> Rate: \$85 for one-time announcement, which includes up to 5 images (72dpi max) 300 words or less Promo title:  Link to:
Send promotion in word .DOC format with .JPG images attached.
<input type="checkbox"/> <b>Custom Email Blast</b> Rates: \$290 if customer supplies html; add \$75 if we produce it (add'l fees will be added for Super Blasts). Discounts on add'l blasts with same art. Customer's marketing message will be delivered to our entire E-guide subscriber list.
<b>Specs &amp; Delivery:</b> * Save banner as a .GIF or .JPG. GIF animation OK. Macromedia Flash banners not accepted. * Square (12k max) Double (24k max) Triple (36k max) * Email to: <a href="mailto:advertising@bluesfestivalguide.com">advertising@bluesfestivalguide.com</a> * Banner Production: An additional one-time production fee of \$35 if we create your banner; Add \$10 per frame for animated .gifs

ADVERTISER INFORMATION			
Today's Date			
Company			
Project Name			
First/Last Name			
Business Type			
Street Address			
City, State, Zip			
Phone			
Mobile			
Fax			
Email			
Website			
Advertising Duration			
<b>Start Week</b>	<b>End Week</b>		
Item	Rate	Wks / Qty	Total
<b>Square Banner</b>	\$25 per week (4 week min)		\$
<b>Double Banner</b>	\$40 per week (4 week min)		\$
<b>Triple Banner</b>	\$50 per week (4 week min)		\$
<b>Billboard Banner</b>	\$75 per week (4 week min) Max 5 ads at any one time		\$
<b>Promotion</b>	\$85 for 1 time announcement		\$
<b>Custom Email Blast</b>	\$290 customer supplies html +\$75 if we build it		\$
<b>Banner Production</b>	\$35 one-time fee for one frame. Add \$10 per frame for animated .gifs		\$
Special Instructions			
			<b>TOTAL</b> \$
Payment Options <i>Please check one:</i>			
<input type="checkbox"/> Pay with your credit card <input type="checkbox"/> Pay via PayPal. We will send you a PayPal invoice to prompt payment. <input type="checkbox"/> Special payment info:			
Ad Rep			
Phone			
Email			
<small>TERMS &amp; CONDITIONS: Advertiser agrees to pay for advertising in advance of publication unless other payment arrangements have been made and are contracted on I.O. Publisher not liable for errors in advertisement to greater extent than cost of space occupied by item in advertisement. Publisher reserves right to reject copy deemed inappropriate for online publication. Payment by advertiser to its advertising agency will not constitute payment to publisher unless payment is actually received by the publisher. Advertiser and its agency shall be jointly responsible for all content of advertisement including text, illustrations, trademarks, and any other matter, and shall defend, indemnify and hold publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claim or suit that may arise out of the publication of such advertisements. Advertiser and agency are presumed to have read this contract and agreed to term and conditions without further notice.</small>			