

# Illinois Country Explorer



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Sales Rep: \_\_\_\_\_

IE/RS/11/09

## ADVERTISEMENT RATE SHEET

Size	Rates Per Issue - 3 issues minimum	
4.75" wide x 2" high	\$77	per issue
2.3" wide x 4.125" high	\$77	per issue
4.75" wide x 3" high	\$99	per issue
4.75" wide x 4" high	\$132	per issue
4.75" wide x 5" high	\$154	per issue
4.75" wide x 7.45" high (qtr. pg.)	\$207	per issue (incl. color)
9.75" wide x 7.45" high (half pg.)	\$297	per issue (incl. color)
9.75" wide x 15" high (full pg.)	\$497	per issue (incl. color)
Tea Room Section	\$50	per issue
Group AD 3.25"x 2" (min. of 3 advertisers required)	\$55	per issue

**Color** \$10 per ad inch

Standard rates cover normal ad layout and typesetting. We can provide some borders and clip art at no charge. Non-standard items such as original graphics, logos, calligraphy, etc. may be arranged at additional cost. Grey scales or original photos may be processed in ads at additional cost. Please allow ample time to provide non-standard services.

Deadline is the 1st of each month before the next issue.

### Composite Ads:

Composite ads are single ads for more than one business.

This is permissible under the following guidelines:

1. The businesses are in the same city or area.
2. The businesses are owned by the same persons but are located on more than one site.

### Maximum number of business per ad:

- 2 5 x 3 inches
- 4 quarter page
- 6 half page
- 9 full page

**NOTE!** Extra work required to produce composite ads may result in extra charges for these ads. Composite ads must be organized by the participants in the ad. In addition, all material and checks must be received in one packet for these ads.

## **Additional Information which is part of the contract to advertise.**

### **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 a 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 -**

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.