

FREE LISTING – BASIC BUSINESS INFORMATION

Business Name: _____ Category: _____
 Address: _____
 City: _____ State: _____ Zip: _____
Additional number
 Primary Phone: _____ Toll Free # or Fax# or Cell#: _____
 Email: _____ Web: _____

ADDITIONAL CATEGORIES (OPTIONAL)

\$60 per additional category

Please place my listing in up to four additional categories: 1. _____
 2. _____ 3. _____ 4. _____

ENHANCED LISTING (OPTIONAL)

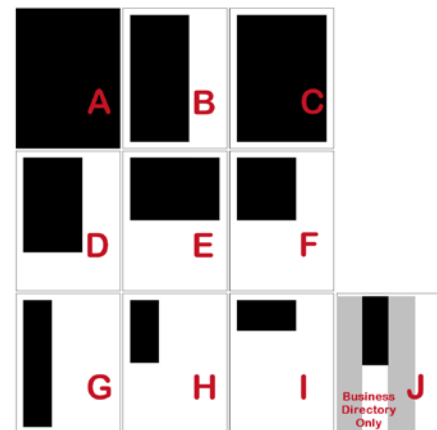
\$55 for up to 25 words

There is a fee of \$55 for an extra description of your business to be included under your listing in the Business Directory (up to 25 words). The enhanced listing must be the same for all categories you choose above.
 ENHANCED LISTING **Same as last year**

SPORTING GOODS (enhanced)
Fan-Tastic Sports
 415 Main Street
 Gloucester, MA 01930
 978-555-5555 ♦ 800-555-5555
 www.fantastic.com ♦ info@fantastic.com
Featuring a wide variety of sports novelties and apparel.

DISPLAY ADVERTISING (OPTIONAL)

- A** Full Page Bleed (trim to 8-1/8" x 10-7/8")\$2,475
- B** 2/3 Page vertical (4-5/8" x 9-7/8")\$1,875
- C** Full Page (7" x 9-7/8")\$2,475
- 1/2 page **D** island (4-5/8" x 7-3/8") OR **E** horizontal (7" x 4-7/8")\$1,395
- 1/3 page **F** square (4-5/8" x 4-7/8") OR **G** vertical (2-1/4" x 9-7/8")\$1,075
- 1/6 page **H** vertical (2-1/4" x 4-7/8") OR **I** horizontal (4-5/8" x 2-3/8")\$645
- J** Directory ad (1-3/4" x 4-1/2") (these ads will appear in the business directory only)\$495
- Specialty locations: inside cover, outside cover, page 1, page 2Call
- For Guaranteed Ad Placement add 15% (Subject to availability)Call



GRID LISTING (OPTIONAL)

\$125 per grid listing

Certain types of businesses can purchase a grid listing. See the 2011 Cape Ann Guide for examples. Grid listings are \$125 each and offer additional information about your business, placed in a prime location. **Select applicable grid below: (Must fill out separate form by grid type)**

- Accommodations
- Boat Trips & Outdoor Adventures
- Weddings and Events
- Restaurants

CALCULATE COSTS AND PAYMENT OPTIONS

- Free business listing (no charge)
- Display ad price \$ _____
- Grid listings @ \$125 each + _____
- Enhanced listing (\$55 for up to 25 words) + _____
- Additional business categories listings (\$60 each) + _____
- 5% late fee surcharge (Contracts after December 9th, 2011) + _____
- 7% discount (Contracts paid in full by October 28th, 2011) - _____

Total \$ _____ Minimum 50% paid with contract

Check enclosed Credit card Card-Holders Name _____
 Visa MasterCard Discover American Express Card Number _____ Expires: _____
 Security Code (from back of card): _____

Agreed _____ Date _____ **See conditions on other side**

Please return completed contract with grid forms, where applicable, and your payment in the enclosed self-addressed envelope.

Display Ad Information

ADS THAT DO NOT CONFORM TO SPECIFICATIONS will be returned to the advertiser/agency for correction at advertiser's expense, if time allows; otherwise, corrections will be made in-house and advertiser will be billed for production. These charges are in addition to the cost of contracted ad space.

Please select method of ad submission: electronically via email or FTP on enclosed disk

Ad prepared by: _____

Contact name: _____

Phone number: _____

Email: _____

Conditions

If your membership dues are not current by December 9, 2011 or if payment arrangements have not been made, we regret that your business listing will not be printed in the *Cape Ann Guide*. If you have not made payment or payment arrangements by December 9th, 2011 for any advertising in the publication, your ad will not run. The Chamber reserves the right to refuse any advertising it deems not acceptable for any reason.

Guaranteed placement will be granted with a 15% additional fee and is accepted on a first-come, first-served basis. Positioning of all ads will be at the discretion of the Chamber. Cancellations cannot be accepted after the stated deadline. Deposits are non-refundable.

All advertisers must be members in good standing and current with membership dues for inclusion in the directory listing or placement of advertisements. All ads are placed R.O.P (run of pick) unless otherwise noted. Agency commissions (discounts) will not apply.

Disclaimer

The Cape Ann Chamber of Commerce (CACC) shall in no event be liable for direct, indirect, special, incidental, contingent or consequential damages resulting from any errors or omissions in the publication described as the Cape Ann Chamber of Commerce *Cape Ann Guide*, including damage from loss of business or loss of goodwill. The aforementioned applies even if the CACC has been advised of the possibility of such damages. By signing this agreement, I agree that the CACC shall have no liability arising out of the contract for negligence or for errors or omissions, in excess of the cost of my ad. Any written or oral information or advice given by the CACC will in no way increase the scope of this warrantee, nor may I rely on such oral or written communication. The laws of the Commonwealth of Massachusetts shall govern this agreement.

General Information

Size: Trim size 8-1/8" x 10-7/8", 128 pages plus four page cover

Circulation: 80,000

Distribution: Cape Ann homeowners, direct mail, local, state and greater Boston visitor information centers, Chambers of Commerce, local businesses, hotels, Copley Place, Cambridge Galleria, Boston and New England AAAs, online at www.CapeAnnVacations.com and www.RockportUSA.com (over 300,000 unique visitors).

Print Date: April 2012 (Annual)

Format:

- Perfect bound
- 40# paper stock with 80# cover stock
- Free map locator reference with all display ads & enhanced listings

PAYMENT & SPACE RESERVATION DEADLINE

December 9th, 2011

PREPAY DISCOUNT

7% prepay discount if paid in full by October 28th, 2011

MAILING INSTRUCTIONS

Mail signed contract packet to:

Cape Ann Chamber of Commerce

Attn: *Cape Ann Guide*

33 Commercial Street

Gloucester, MA 01930

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