



**FY07 COOPERATIVE MAGAZINE CAMPAIGN  
ADVERTISING CONTRACT**

**CONTRACT #** \_\_\_\_\_

**Contract Information: (please print or type)**

Business Name (as it appears in your ad): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Payment Information:**

- Charge my credit card: \_\_\_\_\_ Visa/MC \_\_\_\_\_ Discover \_\_\_\_\_ Amex

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Card Holder's Name as appears on card \_\_\_\_\_

Card Holder's signature \_\_\_\_\_

- Check enclosed: Make payable to the Alaska Travel Industry Association

**Total Number of ad/s purchased** \_\_\_\_\_ **Total Amount Due \$** \_\_\_\_\_

**Circle one of the following:**

- Use ad from last year as placed in \_\_\_\_\_ magazine
- Use my 2007 2" color Vacation Planner ad
- Submitting new ad

Signature indicates contractual agreement: \_\_\_\_\_

**See next page for 07 publications, rates and ad specifications**

## 2007 Cooperative Magazine Contract – Page 2

<u>Publication</u>	<u>Month</u>	<u>Cost per ad</u>	<u>Circulation</u>	<u>Deadline</u>
Frommer's Budget Travel	Feb. 07	\$1,975	550,000	Nov. 15 '06
Good Housekeeping Pacific Region	Mar. 07	\$2,180	840,000	Nov. 15 '06
Outside Magazine 1/3 Western Region	Mar. 07 30 <sup>th</sup> Anniversary & "Trips of a Lifetime" Issue	\$1,475	216,000	Nov. 15 '06
Sunset Magazine/ Southern CA	Feb. 07	\$1,575	320,000	Nov. 15 '06

**Costs are based on negotiated rates and circulation. Ad placement is contingent on the ATIA's ability to sell full-page ads per publication.**

**Reader Reply leads will be furnished from each publication. Editorial/advertorial content is not guaranteed.**

### AD SPECIFICATIONS – PLEASE READ CAREFULLY

- All ads are four-color. Digital files required, built in Macintosh system in one of the following:
  - QuarkXpress • Adobe InDesign • Macromedia Freehand
  - Adobe Illustrator • Adobe PhotoShop
- All screen, printer fonts and supported files must accompany ads on:  
DVD • Zip • Jaz • CD
- In Illustrator and Freehand, save all fonts as outlines. **Ads must be built to size.**
- Final proof of ad must be supplied.
- No black & white proofs for color ads.
- Color images are saved as single TIFF or EPS and should be 300 dpi, CMYK required, RGB not acceptable.
- **Ad size is 2" x 2" – color.**
- **NOTE: 2" color Vacation Planner ads can be used for all publications.**
- **Space and Ad Deadlines – See above.**

#### **Send Contract and Payment to:**

The Alaska Travel Industry Association, 2600 Cordova St., Suite 201  
Anchorage, AK 99503  
Phone (907) 929-2842 – FAX (907) 561-5727  
Attention: Charlene Spadafore Vassar