

2024 Norris Lake Guide Advertising

Don't miss your opportunity to advertise in the Official 2024 Norris Lake Visitors Guide

Get your advertising message in front of over 29,000 potential customers interested in visiting, vacationing and/or moving to the Norris Lake Area!

This Guide is well known and read by Norris Lake residents, visitors and potential visitors. The Official Norris Lake Visitor Guide will again be distributed to boaters, residents and visitors to the Norris Lake Tennessee area as well as tourist interested in the area. Visitors will decide what to do, what to buy and rent, where to stay and where to spend their money. Your company's advertising will put your message in color in front of many potential customers.

29,000 Norris Lake Visitor Guides will be produced in 2024 and distributed (1,000 more than last year because of demand for guide). The Norris Lake Visitor Guide is FREE and will be distributed throughout Tennessee, Kentucky, Ohio, Indiana and Georgia at:

- All Norris Lake Marinas
- Tennessee Welcome Centers along I-75, I-40, I-65, I-81, I-24, I-59 and I-26
- Travel/Boat Shows and Boat Dealers in Various States
- 4 Area County's Chamber of Commerce plus Tourism Bureaus and Local Welcome Centers
- Local Area and Out-of-State Realtors
- Many Business Around Norris Lake
- Placed Inside of Many Area Hotels, Rental Homes and Condos Around the Lake as a rentaes Lake Guide
- AAA Offices through out the mid-west

Special Sections, Full-Page, Half-Page, Quarter-Page, Eighth-Page Full-color Ads and Service Directory Listings are available. Your Business Location will also be listed on the 2024 Official Norris Lake Map which we print and distribute 45,000 a year.

The 2024 Norris Lake Visitor Guide will again include a new updated 3 page fold-out Norris Lake Map, Updated Lake Information on Norris Dam, Attraction Listings, Fishing/License information, Marina information listings and photos: Boat, Home, Condo and Floating Cabin Rentals, Area Events, Fireworks, Parties, Bands, Restaurant Listing New Lake Photos, and a Norris Lake Marina Facility Guide.

This Guide will also be available for download on the Norris Lake Marina Association Web Site at www.NorrisLakeMarinas.com

Produced in cooperation with the



LET'S GO BOATING

NORRIS LAKE
TENNESSEE

Good Times with Family and Friends

Your Free Guide to Norris Lake with Large Fold-out Lake Map, Marina Guide, Accommodations Services and Boat Rentals

Visit us at NorrisLakeMarinas.com or on facebook

For more Information Contact
Scott Dickman 513-721-6900
Scott@gccincy.com

**All ads are printed on glossy stock in high quality full color
Ad Sizes and Cost are listed below**

You can either submit your completed ad digitally or we can produce art for your ad.

If a new ad is needed to be produced, production costs range from \$150 to \$500 depending on ad size, number of photos and graphics needed.

Digital ads can be supplied as Illustrator, PDF, or Photoshop 300 dpi files.

All photos need to be 300 dpi at the size to be published. Web site photos are not usually large enough.

Please send all ad material or direct any questions to:
Scott Dickman
GC Cincy
(513) 721-6900
Scott@gccincy.com
PO Box 53376
Cincinnati, OH
45253-0376

If you would like a copy of last year's guide, you can download a pdf from www.norriislakemarinas.com, pick one up at any Norris Lake Marina, or call Scott for a copy.

New Guides will be distributed January 2024.

Full Page 5" wide x 7.875" tall (8.5" x 5.375" plus 1/8" bleed)	Full Page 5" wide x 7.875" tall (or 5.5" wide x 8.375" tall plus 1/8" bleed)																						
	<p align="center">Ad Rates</p> <table border="1"> <thead> <tr> <th></th> <th align="right"><u>Ad rates</u></th> </tr> </thead> <tbody> <tr> <td>Full Page - 5" wide x 7.875" Tall</td> <td align="right">\$1,460</td> </tr> <tr> <td>NLMA Members Full Page (Above Size)</td> <td align="right">\$1,280</td> </tr> <tr> <td>1/2 Page - 5" wide x 3.875" Tall</td> <td align="right">\$1,185</td> </tr> <tr> <td>1/4 Page - 2 3/8" wide x 3.875" Tall</td> <td align="right">\$920</td> </tr> <tr> <td>1/8 page Listing - 2 1/2"w x 1.875" T</td> <td align="right">\$725</td> </tr> <tr> <td>4 line Service Directory Listing</td> <td align="right">\$265</td> </tr> </tbody> </table> <p>For special ad placement, add 50% to the above cost.</p> <p align="center"><u>Special Advertising Opportunities</u></p> <table border="1"> <tbody> <tr> <td>Back Cover</td> <td align="right">\$3,370</td> </tr> <tr> <td>Inside Front Cover On Map</td> <td align="right">\$2,690</td> </tr> <tr> <td>Inside Back Cover</td> <td align="right">\$2,155</td> </tr> <tr> <td>2 page Center Spread</td> <td align="right">\$3,450</td> </tr> </tbody> </table>			<u>Ad rates</u>	Full Page - 5" wide x 7.875" Tall	\$1,460	NLMA Members Full Page (Above Size)	\$1,280	1/2 Page - 5" wide x 3.875" Tall	\$1,185	1/4 Page - 2 3/8" wide x 3.875" Tall	\$920	1/8 page Listing - 2 1/2"w x 1.875" T	\$725	4 line Service Directory Listing	\$265	Back Cover	\$3,370	Inside Front Cover On Map	\$2,690	Inside Back Cover	\$2,155	2 page Center Spread
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Norris Lake Marina Association Members get a discount on a full page ad if paid by 10-28-23

Signed Contracts & Ad materials are due 10-28-23. Don't miss this great opportunity!

All payments for ads are due by 11-29-2023. If not paid on time, \$75 late fee and interest will be charged.

ADVERTISING SPACE RESERVATION AND CONFIRMATION ORDER
2024 Norris Lake Visitor Guide

ADVERTISERS NAME _____

Circle AD SIZE: Full Page 1/2 page 1/4 Page 1/8 Page Listing Service Directory Listing

Special Placement: Inside Front Cover ___ Inside Back Cover ___ Back Cover ___ Other ___

Advertising Rate: \$ _____ (Due 11 -29-23)

Address of Advertiser _____

Billing Name: _____

Billing Address: _____

City/State/Zip: _____

Contact: _____

Phone # (____) _____

Fax # (____) _____

e-mail _____

PLEASE CHECK HOW ADVERTISING IS SUBMITTED.

- Please use same ad that ran last year
- I need changes to last year's ad, I will email changes
- New digital ad will be sent to Scott Dickman
- I need a new ad created from photo and copy enclosed
New ad costs are \$150-\$500 depending on graphics
- Agency to furnish ad on disk by: _____ - _____ - _____
Name of Agency _____

Please send Ad material as soon as you can

Please make checks payable to: GC Cincy
Scott Dickman
PO Box 53376
Cincinnati, OH 45253-0376

Additional Remarks: _____

Total Cost \$ _____ Payment attached \$ _____ Balance Due \$ _____

Please send signed Contract and Total Payment as soon as possible

Terms: As the Advertiser, I agree to the terms and conditions of this contract stated on page 2.

ADVERTISER

Authorized Signature _____

Printed Name _____

Title _____

Date _____

2024 Ad Rates

	<u>Rate</u>
Full Page - 5" wide x 7.875" Tall	\$1,460
NLMA Members Full Page	\$1,280
1/2 Page - 5" wide x 3.875" Tall	\$1,185
1/4 Page - 2 3/8" wide X 3.875" Tall	\$920
1/8 page Listing - 2 1/2" w X 1.875" t	\$725
4 Line Service Directory Listing	\$265

Note: There will be a 25% sur-charge for any ad that includes 2 different companies information.

If any special placements is requested, add 50% to ad cost. Special placements can not be guaranteed.

Special Advertising Opportunities

Back Cover	\$3,370
Inside Front Cover on map	\$2,690
Inside Back Cover	\$2,155
Center 2 page spread	\$3,450

Send all advertising material to:
Scott Dickman
GC Cincy
PO Box 53376
Cincinnati, OH 45253-0376

or e-mail to Scott@gccincy.com
phone: 513-721-6900

2024 Norris Lake Visitor Guide TERMS AND CONDITIONS

1. Advertising Space. The Advertiser shall utilize and the Publisher (Norris Lake Marina Association) shall provide advertising space in the Publication as set forth in detail on the front page of this Agreement at the rates specified therein.

2. Additional Charges. (a) Production Charges. In addition to the Publisher's base advertising rate for normal copy, other charges shall be made for special services involving ad production, art resizing, revisions, late ad submission, design and late payments. b) Taxes. Any and all taxes, whether federal, state, or local, which may be imposed on any advertising published pursuant to this Agreement shall be billed to, and paid by, the Advertiser in addition to the amount otherwise payable.

3. Payments. All advertisers shall pay the full balance at the signing of the ad space reservation or before 11-29-2023. If not paid in full by this date, the advertiser agrees to pay a \$75 surcharge plus 1.5% interest per month which be added to the invoice.

4. Content and Design. (a) Rejection Right. The Publisher reserves the right to reject, change or refuse any advertising copy in its sole discretion or disapprove any advertising copy in accordance with any rules the Publisher may now have, or may adopt in the future, concerning the acceptance of advertising. (b) Identification. Any advertising copy resembling news matter or advertisements in cartoon technique or comic strip form must carry the word "Advertisement" over each column in which the advertisement appears.

(c) Type Changes. The Publisher reserves the right to change, amend, or otherwise lighten type, cuts and borders for better readability, without submitting a proof to the Advertiser.

5. Submission of Copy. (a) Advertiser's Copy. The advertiser shall be responsible for the submission of all digital advertising copy, including written changes, to the Publisher before the deadline as shown on the first page hereof. Advertising submitted and ordered in accordance with the deadline cannot be canceled thereafter. The Publisher reserves the right to change the deadline for receiving advertising copy by giving five (5) days notice in writing to the Advertiser. All orders for changes of copy shall be in writing.

(b) Publisher's Proofs. If the Advertiser makes any change in the proof from the advertising copy submitted, the advertiser shall pay the scheduled composition charge for such change. The Publisher reserves the right to merely print the Advertiser's name, address, and telephone number in the advertising space contracted for pursuant to this Agreement, if the artwork and copy for the advertisement have not been received by the Publisher from the Advertiser prior to the deadline.

(c) Errors. The Publisher and/or ad sales rep will not be liable for any errors in any advertisement unless a proof is returned 4 weeks before publication date for corrections to be made by the advertiser before the publication goes to press. If publisher prints part of ad but not entire ad, advertiser will receive refund of percentage of ad that was not printed. Publisher's and/or ad sales rep liability shall only be for such portion of the entire cost of such advertisement as the space occupied by the noted error bears to the whole space occupied by such advertisement.

(d) Page Designation. Notwithstanding any other provision in this Agreement, any specification or order for the use or nonuse of any particular page or relating to the type of news or advertising on the page where the advertisement is to be inserted shall be treated as a request only, and the Publisher shall not be obligated to comply with such request. In the event such request for position is granted, the Advertiser shall pay any additional charges which are applicable by reason of the terms of this Agreement.

(e) Materials. The Publisher shall not be responsible for drawings, CD's, disks left with the Publisher for more than thirty (30) days after they are no longer to be used by the Publisher. (f) Return of Materials. Artwork, photos, disks and negatives will be returned upon request only when a self addressed, postage paid envelope is provided. Publisher assumes no responsibility for artwork and photographs one month after date of publication.

6. Omission of Advertisement. The failure of the Publisher and/or ad sales rep to insert any advertisement in any issue of the Publication shall be deemed immaterial, and shall not be considered a breach of this Agreement, nor shall the Publisher be liable for damages for any failure to insert any advertisement. In the event copy for an advertisement is submitted in accordance with the provisions of this Agreement and the same is omitted from the publication, the Advertiser's sole remedy shall be to obtain a prompt refund from the Publisher of all monies paid in advance.

7. Cancellation by Publisher. (a) Advertiser's Breach. The Publisher reserves the right to cancel this contract at any time upon the default of the Advertiser to pay within the specified time any bill submitted hereunder; or contained in this Agreement; or if the Advertiser becomes insolvent, files an assignment for the benefit of creditors, or if any insolvency or bankruptcy proceedings are commenced by or against the Advertiser; or if the Advertiser goes out of business or announces its intention to do so. The Publisher shall give the Advertiser written notice of cancellation not less than (10) days, before the cancellation is to be effective.

8. Cancellation by Advertiser. The Advertiser shall have the right to cancel this Agreement at any time within ten (10) days of the date of signing this Agreement by giving written notice to the Publisher. Upon such cancellation, the Advertiser shall immediately pay for all costs and charges incurred by the Publisher in connection with this Agreement.

9. Indemnification. The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to this agreement, and shall indemnify and save the Publisher and/or ad sales rep harmless against any demands, claims, or liability. The Advertiser shall reimburse the Publisher and/or ad sales rep for any amount paid by the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to attorney's fees and costs of litigation.

10. Impossibility of Performance. The Publisher shall not be responsible or liable for any damages to the Advertiser by reason of a failure to insert any advertisement because of any labor dispute, strike, equipment failure, terrorist threat, war, riot insurrection, civil commotion, fire, flood, accident, storm, or any act of God, or any other cause beyond the control of the Publisher.

11. Entire Agreement. This writing contains the entire agreement of the parties. No representations were made or relied upon by either party, other than those expressly set forth. No agent, employee, or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by an executive officer of the respective parties.

12. Controlling Law. The validity, interpretation and performance of this Agreement shall be controlled by and construed under the laws of the State of Ohio.

13. Notices. Whenever under the provisions of the Agreement, notice is required to be given, it shall be in writing and shall be deemed given when either served personally or mailed postage prepaid, by registered or certified mail, return receipt requested, addressed to the party at the address set forth above, or to such other addresses as either party may have given notice of to the other.

14. Headings. Paragraph headings are for convenience only and shall not be considered in construing or interpreting the Agreement.

By signing below. I agree to the above terms and conditions:

X _____

Printed name _____
