

2011 Norris Lake Visitor Guide

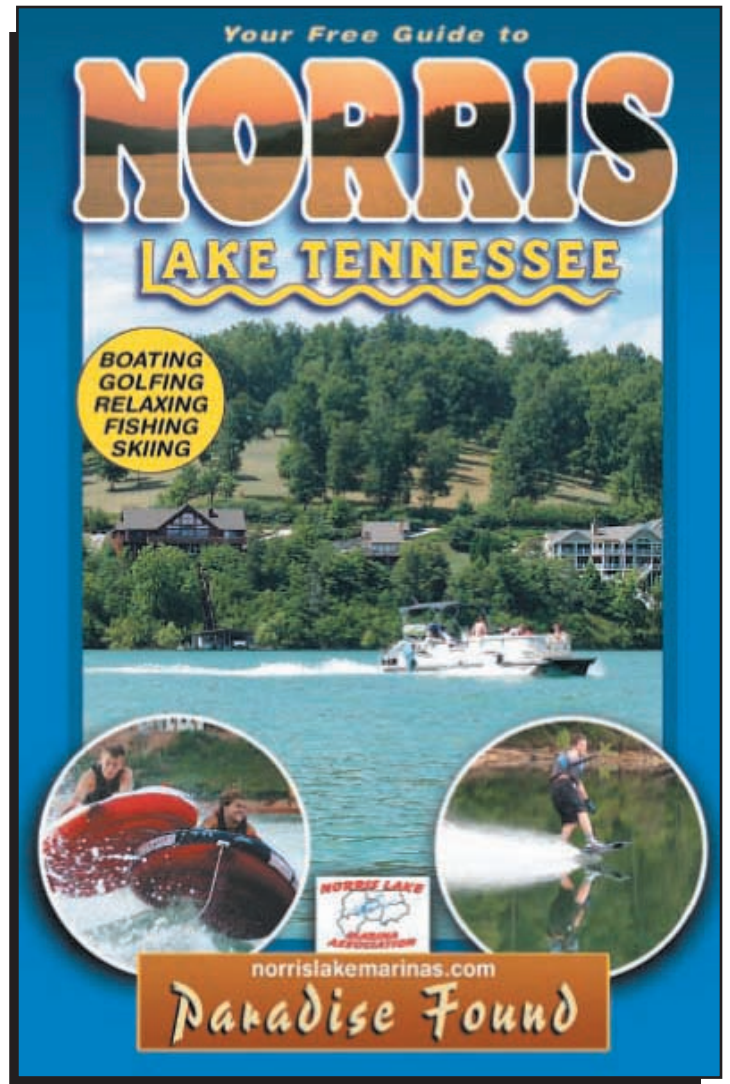
Coming January 2011

For the seventh year the Norris Lake Visitor Guide will be printed and distributed to boaters and visitors to the 5 county plus, Norris Lake Tennessee area. This guide will be used to help decide what to do, what to buy, where to stay and where visitors will spend their money.

20,000 Norris Lake Visitor Guides will be produced this year by the Norris Lake Marina Association and distributed free at numerous regional travel/boat shows, all the marinas at Norris Lake, Tennessee welcome/visitor centers, chambers of commerce and tourism bureaus, realtors, gas stations, stores, and placed inside many lake rental homes and condos.

*Special section, full page, half page, quarter page ads and 1/8 page color listings are now available.
Don't miss this opportunity*

Produced
by the



The Norris Lake Visitor Guide will include a 3 page fold-out lake map, information on Norris Dam, new photos, area attraction listings, fishing/license information, marina listing and facilities guide with lake house, watercraft and houseboat rental information.

Get your advertising message in front of over 20,000 potential customers interested in visiting or moving to Norris Lake.

This guide will also be available for download on the Norris Lake Marinas Association's web site.

Ad Sizes and Cost

All ads are printed in 350 dpi high resolution full color (4 color)

You can either submit your ad digitally or Graphic Concepts can work with you on the production of your ad.

If a new ad is needed to be produced, production costs range from \$250 to \$650 depending on number of photos and graphics needed.

Digital ads can be supplied in Macintosh format as Quark, Illustrator, or Photoshop files. For IBM files call below for details.

All photos need to be 350 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
 Graphic Concepts
 355 W. McMillan St.
 Cincinnati, OH 45219
 (513) 721-6900
 Fax (513) 322-4470
 Scott@gccincy.com

If you would like to see last year's guide, talk to any Norris Lake Marina or visit norrislakemarinas.com

New Guides will be distributed January 2011.

Full Page 5" wide x 8" tall	Full Page 5" wide x 8" tall (or 5.5" wide x 8.5" tall plus 1/8" bleed)		Actual ad sizes shown																
	<div style="border: 1px dashed black; padding: 10px;"> <h3 style="margin: 0;">Ad Rates</h3> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="text-align: right; border-bottom: 1px solid black;">Ad rates</th> </tr> </thead> <tbody> <tr> <td>Full Page - 5" wide x 8" Tall</td> <td style="text-align: right;">\$860.00</td> </tr> <tr> <td>1/2 Page - 5" wide x 4" Tall</td> <td style="text-align: right;">\$725.00</td> </tr> <tr> <td>1/4 Page - 2 3/8" wide X 4" Tall</td> <td style="text-align: right;">\$550.00</td> </tr> <tr> <td>Special Listing - 2 1/2"W X 2" T</td> <td style="text-align: right;">\$325.00</td> </tr> </tbody> </table> <p style="font-size: small; margin: 5px 0;">Listing is for copy only: Name, Address, Phone, Web Site and Tag line of your services or products</p> <p style="font-size: small; margin: 0;">For special ad placement, add 50% to these cost.</p> <h4 style="text-align: center; margin: 10px 0;">Special Advertising Opportunities</h4> <table style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td>Back Cover</td> <td style="text-align: right;">\$2,525.00</td> </tr> <tr> <td>Inside Front Cover On Map</td> <td style="text-align: right;">\$1,825.00</td> </tr> <tr> <td>Inside Back Cover</td> <td style="text-align: right;">\$1,525.00</td> </tr> <tr> <td>2 page Center Spread</td> <td style="text-align: right;">\$2,495.00</td> </tr> </tbody> </table> </div>				Ad rates	Full Page - 5" wide x 8" Tall	\$860.00	1/2 Page - 5" wide x 4" Tall	\$725.00	1/4 Page - 2 3/8" wide X 4" Tall	\$550.00	Special Listing - 2 1/2"W X 2" T	\$325.00	Back Cover	\$2,525.00	Inside Front Cover On Map	\$1,825.00	Inside Back Cover	\$1,525.00
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Norris Lake Marina Association Members get a 5% discount on a full page ad

Signed Contracts & Ad materials are due 10-21-10

All Ads must be paid for by 10-29-10

ADVERTISING SPACE RESERVATION AND CONFIRMATION ORDER
2011 Norris Lake Visitor Guide

ADVERTISERS NAME _____

AD SIZE: Full Page _____ 1/2 page _____ 1/4 Page _____ 1/8 page Color Listing _____

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

Advertising Rate: \$ _____ (Due 10-21-11)

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 fax to 513-322-4470
- New digital ad will be sent on disk to Graphic Concepts
- I need a new ad created from photo and copy enclosed
New ad costs are \$250-\$650 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: Graphic Concepts
355 W. McMillan St.
Cincinnati Ohio 45219

Additional Remarks: _____

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

Please send 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 _____

Ad Sellers Name: _____

Ad Rates	
	Rate
Full Page - 5" wide x 8" Tall	\$860.00
1/2 Page - 5" wide x 4" Tall	\$725.00
1/4 Page - 2 3/8" wide X 4" Tall	\$555.00
Special Listing - 2 1/2" w X 2" t	\$325.00

Listing is for copy only:
Name, Address, Phone, Web Site and
Tag line of your services or products.

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	\$2,525.00
Inside Front Cover on map	\$1,825.00
Inside Back Cover	\$1,525.00
Center 2 page spread	\$2,495.00

Send all advertising material to:
Graphic Concepts:
ATTN: Scott Dickman
355 W. McMillan St.
Cincinnati OH 45219
or e-mail to Scott@gccincy.com
phone: 513-721-6900
fax: 513-322-4470

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 and design.

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 10-29-2010. If not paid in full by this date, the advertiser agrees to pay a 5% surcharge which will be added to the invoice.

4. Content and Design. (a) Rejection Right. The Publisher reserves the right to reject 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 matter, but no change in advertising copy will be made without the prior consent of the Advertiser.

(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.

(d) Special Composition. Intricate layouts, copy calling for type to be set on the bias, circles, and other difficult composition and any revision of original copy by the Advertiser after type is set shall be subject to a composition charge in addition to the specified rates. Engraving and mats not accepted.

5. Submission of Copy. (a) Advertiser's Copy. The advertiser shall be responsible for the submission of all digital advertising copy, including changes, to the Publisher on or 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 or mats 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 uncalled for three months after date of publication, at which time they may be destroyed.

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, 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 Tennessee.

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 pre-paid, 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.