

ORDER FORM

DEADLINE IS OCTOBER 15, 2009



Now Three Easy Ways to Submit Your Order Form!

1. On-line at www.VisitThunderBay.com and click on "Advertise" to submit electronically.
2. Fill out this order form and fax to 807-625-3789
3. Fill out this order form and mail back to the address on the reverse.

PRINT MEDIA

	Width	Height		
<input type="checkbox"/> 2010 Thunder Bay Experience Book				
Ad size _____	_____ X	_____	\$ _____	Total _____
<input type="checkbox"/> 2010/2011 Thunder Bay Group Tour Planner Guide				
Ad size _____	_____ X	_____	\$ _____	Total _____

TOURISM THUNDER BAY E-NEWSLETTER

<input type="checkbox"/> Logo Dock	\$840 (12 issues)	\$ _____	Total _____
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TOURISM THUNDER BAY CONTESTS & CAMPAIGNS

Yes, I am interested in providing giveaways. Please call me.

WEBSITE — WWW.VISITTHUNDERBAY.COM

BANNER AD

<input type="checkbox"/> Prime Homepage Location	\$1890	\$ _____	
<input type="checkbox"/> Segment of Your Choice	Number of Segments _____ x \$630	\$ _____	Total _____

My banner ad should appear in the following segment(s) (check all that apply)

<input type="checkbox"/> Attractions & Adventure	<input type="checkbox"/> Shopping & Dining	<input type="checkbox"/> Accommodations
<input type="checkbox"/> Events & Festivals	<input type="checkbox"/> Meeting & Convention	<input type="checkbox"/> Group Travel

LOGO DOCK

<input type="checkbox"/> Your logo with hyperlink on every page	\$1,890	\$ _____	Total _____
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Please complete contact and payment information on reverse

Final Total _____

I have read and understand the Terms & Conditions and wish to participate in The City of Thunder Bay Tourism Division's 2010 Advertising Program.

Authorized by: _____ Date: _____

Business Name: _____

Billing Contact Name: _____

Address: _____

_____ Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____

Company Website: _____

Design Specifications - Print

If you are supplying completed ad in electronic format:

1. All ads must be supplied on CD-ROM, Mac platform, InDesign CS1 or higher. PDF files are accepted.
2. Ads sent via e-mail must be no bigger than 3 megs.
3. All digital files must be accompanied with a colour laser proof.
4. Convert RGB files to CMYK.
5. Ensure all linking files (Adobe Photoshop and/or Adobe Illustrator) are supplied.
6. Supply hi-res (300 dpi) files only.
7. Remove unused colours from your files and convert spot colours to CMYK.
8. All Adobe Photoshop files should be tiff or eps format.
9. Fonts - Supply both printer and screen fonts. Outline fonts where possible.

If you are supplying logos, photos or text in electronic format:

1. All files must be supplied on CD-ROM, Mac platform. Logos to be supplied in Adobe Illustrator .eps format or Adobe Photoshop eps or tiff format (no less than 300 dpi). We will only accept logos in Corel Draw saved in .ai format.
2. Scanned photos must be in eps or tif format, 300 dpi.
3. Text may be supplied on disk or by e-mail in Microsoft Word or WordPerfect.

DEADLINE FOR ORDERS OCTOBER 15, 2009

Method of Payment (You will not be charged until 2010)

Mastercard

VISA

Invoice Me Please

Name on Credit Card _____

Card Number _____

Expiry Date _____

Signature _____

Design Specifications - Web

If you are supplying logos, photos or text for your Banner Ad, Business Listing or Logo Dock in electronic format:

All images and logos should be saved as an RGB jpg or gif at 72 dpi.

Images to be sized to 140 x 130 pixels. Logos will be proportionately sized to fit design layout.

Text may be supplied on disk or by email in Microsoft Word format.

E-mail web related content to Marketing@ThunderBay.ca or submit on CD to the address below.

Note: Animated gifs will not be accepted.

If faxing or mailing this form, please fill out the front and back and fax to 807-625-3789 or mail to:

TOURISM THUNDER BAY
P.O. BOX 800
THUNDER BAY, ON P7C 5K4
ATTN: ROSEMARIE MANCUSA

Some opportunities are on a first come, first served basis.

FOR MORE INFORMATION ABOUT TECHNICAL SPECIFICATIONS:

HEATHER CRANSTON - ART DIRECTOR, GENERATOR
HEATHER@GENERATORAD.COM (807) 624-2033

FOR MORE INFORMATION ABOUT ADVERTISING:

ROSEMARIE MANCUSA - PARTNERSHIP MARKETING OFFICER
RMANCUSA@THUNDERBAY.CA (807) 625-3648

TERMS & CONDITIONS

Your Cost Includes

Ad Fee includes AD SPACE and all applicable taxes (GST & PST) only. Does not include Creative Design with the exception of Website Advertising purchases. Customer to supply Camera - Ready Artwork for print advertising purchases. Creative Design services can be recommended however it would be at customer's own expense and separately invoiced by the designer directly to the customer.

Editorial policy

Editorial is strictly independent from advertising with the exception of prearranged agreements made between the customer and the City of Thunder Bay Tourism Division.

Approval

Tourism Thunder Bay reserves the right to decline or reject any advertising for any reason at any time without liability, even if previously acknowledged or accepted. The publisher reserves the right to reject any advertisement, or to insert the word 'advertisement' above or below any copy.

Liabilities

The advertiser agrees that Tourism Thunder Bay shall not be subject to any liability whatsoever for any failure to publish or circulate any advertisement, in whole or in part, for any cause. Tourism Thunder Bay's liabilities shall not amount to more than the cost of the advertisement.

Cancellation

In the event of a cancellation within 2 weeks of the published closing deadline, the advertiser will be assessed a fee of one-half the cost of the ad.

All advertising is prepared in full-electronic format. Digital files to be applied on CD-ROM, Mac platform, InDesign CS1 or higher with supporting files in Adobe Photoshop and/or Adobe Illustrator. Files must be accompanied by a colour laser proof.

Please read detailed specifications above.