

ORDER FORM

DEADLINE IS OCTOBER 25, 2011



Now Three Easy Ways to Submit Your Order Form!

1. Online 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

2012 Thunder Bay Experience Book
Ad size _____ X _____ \$ _____ Total _____

TOURISM THUNDER BAY E-NEWSLETTER

Full-Width Banner Ad \$947 (12 issues) \$ _____ Total _____

TOURISM THUNDER BAY CONTESTS & CAMPAIGNS

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

WEBSITE — WWW.VISITTHUNDERBAY.COM

THUNDER BAY FEATURE OF THE MONTH

\$700/month x ___ months
Jan___Feb___Mar___Apr___May___June___July___Aug___Sept___Oct___Nov___Dec___2012 Total _____

ONLINE VIDEO

Segment of Your Choice \$594 \$ _____
 Additional Segments _____ X \$120 \$ _____ Total _____

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

Attractions & Adventure Shopping & Dining Accommodations
 Events & Festivals Meeting & Convention Group Travel

BANNER AD

Prime Homepage Location \$2133 \$ _____
 Segment of Your Choice Number of Segments _____ x \$710 \$ _____ Total _____

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

Attractions & Adventure Shopping & Dining Accommodations
 Events & Festivals Meeting & Convention Group Travel

LOGO DOCK

Your logo with hyperlink on every page \$2133 \$ _____ Total _____

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 2012 Advertising Program.

Authorized by: _____ Date: _____

Business Name: _____

Billing Contact Name: _____

Address: _____
_____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

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 email 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 tif 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 tif 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 email in Microsoft Word or WordPerfect.

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Method of Payment (You will not be invoiced until Spring 2012)

Invoice Me Please

Credit Card

(If paying with a credit card – in compliance with recent PCI Security Standards, we are no longer able to collect credit card information on this order form. We therefore request in April 2012, that you please call our Accounting Representative at (807) 625-2697 with your secured credit card information)

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 for Banner Ads, 132 x 118 pixels for the Feature of the Month and 600 x 74 pixels for E-Newsletter Ads. Logos will be proportionately sized to fit design layout.

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

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

If submitting video the format should be avi or wmv. Video will be resized to fit a viewing area of 375 x 250. Video should have a running time no longer than 3 minutes.

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 COORDINATOR
RMANCUSA@THUNDERBAY.CA (807) 625-3648

TERMS & CONDITIONS

Your Cost Includes

Ad Fee includes AD SPACE and applicable Harmonized Sales Tax only. Does not include Creative Design with the exception of specified 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 supplied 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.