

# 2019 INSERTION ORDER FORM

## GUIDE TO SOUTH BEND MISHAWAKA

80K

Guides Distributed

30K

Map Overrun

4.8M

Annual Visitors to SJC

## 2019 ADVERTISING POLICIES

All ads are subject to space availability and are on a first-come, first-served basis. Visit South Bend Mishawaka approves all ads and reserves the right to edit, limit or reject any advertising or copy that is deemed offensive or is in conflict with the mission of Visit South Bend Mishawaka. Visit South Bend Mishawaka assumes no liability for products or services advertised in the Guide to South Bend Mishawaka.

Copy shall be published as submitted unless proof is requested by the advertiser. Visit South Bend Mishawaka assumes no liability for any copy error unless proof is returned in time for correction to be made. Visit South Bend Mishawaka reserves the right to edit all copy for brevity and clarity.

All deadlines are firm. If the advertiser must miss a stated deadline, he/she **MUST** notify Visit South Bend Mishawaka prior to the deadline that they would like an extension. Extensions will be granted at the discretion of Visit South Bend Mishawaka.

Visit South Bend Mishawaka may refuse to accept any advertising from members who are delinquent in their payments to the South Bend Regional Chamber of Commerce. No refunds/cancellations after space closing date (Oct. 5, 2018). All balances not paid within 30 days of invoice are subject to a delinquent charge of 1.5% per month (annual percentage rate of 18%). Credit may be extended to the advertiser if a credit agreement is submitted for approval. Any account which is 60 days delinquent will forfeit any discounts given and be subject to collection costs and attorney fees, to be paid by the advertiser.

Any discount marked on insertion order is subject to discount criteria. If discount criteria is not met, discount will not be awarded and invoice will be sent for full ad price.

For value received, advertiser assigns to Visit South Bend Mishawaka all rights, title and interest to all layout of advertisements placed in the 2019 guide and/or utilization of own illustrations, labor, composition or material. Advertiser understands that because of said assignment, he/she cannot authorize photographic or other reproductions of such advertising layout appearing in the 2019 guide in any other publication without written permission from Visit South Bend Mishawaka.

Advertiser agrees to indemnify and hold harmless Visit South Bend Mishawaka against all losses, liability damage and expense of whatever arises out of the copying, printing, publishing or distributing of the advertisement. The fulfillment of this agreement is subject to delays caused by fires, strikes, accidents or other causes beyond the control of Visit South Bend Mishawaka.

Address questions to Nicole Lawler at 574.400.4020 or [nlawler@visitsouthbend.com](mailto:nlawler@visitsouthbend.com).

All artwork, photography and logos must be 300dpi and should be sent to [nlawler@visitsouthbend.com](mailto:nlawler@visitsouthbend.com).

A flat design fee will be charged for full page and half page ads created by Visit South Bend Mishawaka for advertisers.

# 2019 INSERTION ORDER FORM SPACE RESERVATION DEADLINE: OCTOBER 5, 2018

I hereby authorize the placement of the following ad(s) in the 2019 Guide per instructions below.

Contact Name	Contact Email
Business Name	Website
Mailing Address	Phone
City, State, Zip	

AD SIZE: please check appropriate box(es)

Back Cover <b>\$4,500</b>
Inside Cover <b>\$4,000</b>
Inside Front Cover <b>\$4,000</b>
Page Three <b>\$4,000</b>

Full Page <b>\$2,750</b>
1/2 Page <b>\$1,750</b>
Formatted 1/3 Page Vertical <b>\$1,350</b>
Formatted 1/3 Page Square <b>\$1,350</b>

Formatted 1/6 Page <b>\$1,000</b>
Website Listing ONLY <b>\$500</b>
Map 1/3 Page Vertical <b>\$4,000</b>
Map Logo (placed on county map) <b>\$550</b>
Back Cover Visitor Voucher Booklet <b>\$2500</b>

**BILLING INFORMATION:**

<b>Full Payment enclosed (subtract 5% from rate)</b> If payment is not received by December 28, 2018, the 5% discount is not valid.
<b>Payment by phone (call 574.400.4001)</b> If payment is not received by December 28, 2018, the 5% discount is not valid.
<b>Invoice in January 2019</b>
<b>Charge credit card for three equal part installments as follows: (indicate the dates to be charged*)</b> JAN/__/2019 - FEB/__/2019 - MAR/__/2019 *Total amount due no later than March 31, 2019

**CREDIT CARD INFORMATION:**

Credit Card Number
Expiration Date

**AD DESIGN INFORMATION:**

<b>I will submit my ad to nlawler.com no later than November 2, 2018. (Note: All artwork, photography and logos must be 300dpi.</b>
<b>I agree to sign off on the ad provided by Visit South Bend Mishawaka no later than November 16, 2018.</b>

Visit South Bend Mishawaka may refuse to accept any advertising from members who are delinquent in their payments to the South Bend Regional Chamber of Commerce. Advertisers will be invoiced at time of publication. No refunds/cancellations after space closing date.

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I am an authorized agent of the advertiser and have read, understand and agree with all advertising policies for the 2019 guide.

Advertiser's Signature	Date
Visit South Bend Mishawaka	Date

