



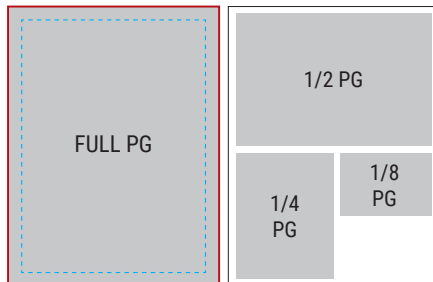
KOSCIUSKO COUNTY CVB 2024-2025 VISITORS GUIDE AD AGREEMENT

Kosciusko County CVB are pleased to announce our partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the **2024-2025 Visitors Guide**. This publication is our premier promotional piece and will be the first resource that visitors use when planning trips to the Kosciusko County area. The **2024-2025 Visitors Guide** has great advantages. **50,000 printed copies** of this publication will be distributed, and our digital GoGuide® will allow you to **reach thousands more**. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business. Please find the advertisement rates included, which detail your options for participation.

We are excited about our new publication and we look forward to your participation.
Sincerely, *Kosciusko County CVB*

FULL PAGE	WIDTH	HEIGHT
Ad Size	8.625"	11.125"
Live Area/Text Safe Zone	7.875"	10.375"

ADDITIONAL SIZES	WIDTH	HEIGHT
1/2 Page	7.875"	5.125"
1/4 Page	3.875"	5.125"
1/8 Page	3.875"	2.5"



2-page spread specs are available upon request.

--- LIVE AREA/TEXT SAFE ZONE (Your text must live within a 0.375" margin from each edge of the ad to avoid getting trimmed off)

— AD SIZE (This is the full size of the ad. The page's bleed is included in this dimension.)

DON'T HAVE AN AD?

No problem! Lunar Cow will create your ad **FREE OF CHARGE!**
INCLUDES 3 REVISIONS ONLY

CONTACT US

CONTACT LUNAR COW DIRECTLY AT
330.253.9000 EXT. 1

SEND AD MATERIALS TO

adsales@lunarcow.com

REPRINT ADS

☐ Check box to reprint your previous advertisement without any changes.

COST / TERMS & CONDITIONS

AD RATES

PREMIUM PAGES

☐ Back Cover	☐ \$2,750
☐ Inside Front Cover	☐ \$2,500
☐ Inside Facing Front (Page 3)	☐ \$2,500
☐ Inside Back Cover	☐ \$2,500
☐ Inside Facing Back	☐ \$2,500

INSIDE PAGES

☐ Full Page	☐ \$1,500
☐ 1/2 Page	☐ \$1,000
☐ 1/4 Page	☐ \$750
☐ 1/8 Page	☐ \$550

CORPORATE SPONSORSHIP

	☐ \$900
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ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

This insertion order represents confirmation of the agreement between agency/advertiser and Kosciusko County CVB. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.** Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all Advertisers, no Advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception. Lunar Cow Publishing and Kosciusko County CVB reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Kosciusko County CVB also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public. **LUNAR COW RESERVES THE RIGHT TO CREATE A TEMPLATE AD FOR YOUR AD PLACEMENT IF CONTENT IS NOT SENT WITHIN 45 DAYS. OUR TEMPLATE AD INCLUDES YOUR NAME, ADDRESS, PHONE, PHOTO/LOGO (IF ACCESSIBLE) AND WEBSITE ADDRESS AND IS NOT REVISABLE, EXCEPT FOR ERRORS.**

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Website _____

Email _____

PAYMENT & SIGNATURE

☐ CHECK ☐ CREDIT CARD
☐ MC ☐ VISA ☐ DISCOVER ☐ AMEX

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

SEND PAYMENT MADE PAYABLE TO:

Kosciusko County CVB
111 Capital Dr.
Warsaw, IN 46582

FILL OUT & RETURN TO:

Lunar Cow Publishing
344 W. Turkeyfoot Lake Rd., Ste. B
Akron, OH 44319

FILL OUT & EMAIL TO:

adsales@lunarcow.com

Base Ad Rate + \$ _____

Fees (if applicable) + \$ _____

Total Due = \$ _____

***2% processing fee is applied to all credit card payments.**

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____