



## 2010 DIRECTORY ADVERTISING CONTRACT

MEMBER/ADVERTISER: \_\_\_\_\_

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

ARE YOU A RETURNING ADVERTISER? \_\_\_\_\_ Yes \_\_\_\_\_ No

DO YOU PLAN TO USE YOUR AD FROM LAST YEAR? \_\_\_\_\_ Yes\* \_\_\_\_\_ No

**\* Ads must comply with the acceptable or preferred formats listed on reverse side.**

FULL PAGE	RATE	<input type="checkbox"/> BANNER AD	\$325
<input type="checkbox"/> Interior	\$1125	(7 1/2" X 1" across bottom of page)	
<input type="checkbox"/> 1/2 Page	\$660	<input type="checkbox"/> ENHANCED LISTING	\$125
<input type="checkbox"/> 1/4 Page	\$440	Your listing in the directory is highlighted with a color background and bold type.	
<input type="checkbox"/> 1/8 Page (business card size in horizontal format only)	\$275		

**A 50% deposit along with a signed contract is required to reserve your space.  
Payment due in full 12/31/09 (remaining balance will be invoiced 11/01/09)**

**PAYMENT INFORMATION:**

TOTAL AMOUNT DUE \$ \_\_\_\_\_ DEPOSIT \$ \_\_\_\_\_ BALANCE \$ \_\_\_\_\_

VISA/MC #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ V-Code \_\_\_\_\_

Name Shown on Card \_\_\_\_\_

CHECK AMOUNT \$ \_\_\_\_\_ CHECK # \_\_\_\_\_

**Mail, fax or scan your contract to: 220 N. Salem Street, Apex, NC 27502  
362-9050 (fax), sue@apexchamber.com (email)  
For more information call 362-6456.**

**Advertising Contract Terms and Conditions - Please Read**

This contract is non-cancelable by advertiser and advertiser acknowledges full and complete understanding of terms and conditions herein. Any and all legal and/or collection agency fees incurred in the collection of unpaid balances shall be charged to the advertiser in addition to the amount due. Advertiser further acknowledges upon signing this contract that he/she has not relied on any promise, statement, or representation other than as contained herein and hereby acknowledges receipt of a copy of this contract.

Any individual signing this agreement as agent for advertiser warrants that he or she has the capacity and authority to enter into this agreement. All actions under this agreement shall be governed by the laws of the State of North Carolina.

Contact name (please print) \_\_\_\_\_

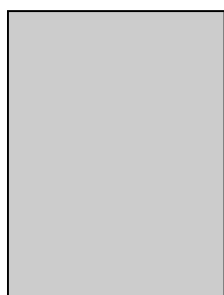
Signature: \_\_\_\_\_

Date \_\_\_\_\_

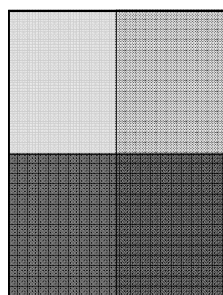
# 2010 Apex Chamber Directory Ad Information/Specifications

- **Ad Deadline:** All ads must be submitted to the Apex Chamber of Commerce by October 16, 2009. Camera-ready ads must comply with the acceptable or preferred formats listed below.
- **Production:** Every effort will be made by the Apex Chamber of Commerce to meet all production deadlines and delivery schedules, but can be contingent upon availability of materials and labor, acts of God, riots, warfare, governmental laws or regulations and/or collection beyond its control.
- **Ad Position:** No guarantees are made with the exception to Inside Front Cover (IFC); Inside Back Cover (IBC); and Outside Back Cover (OBC).

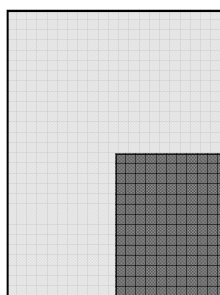
## ADVERTISING DIMENSIONS & SPECIFICATIONS



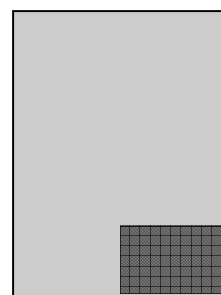
**FULL PAGE**  
Bleed size: 8 3/4" x 11 1/2"  
Trim area: 8 1/2" x 11"  
Live area: 7 1/2" x 10"



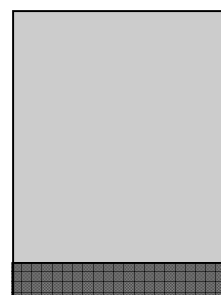
**HALF PAGE**  
Horizontal: 7 1/2" x 4 1/2"  
Vertical: 3 1/2" x 10"



**QUARTER PAGE**  
Vertical: 3 1/2" x 4 1/2"



**EIGHTH PAGE**  
Horizontal: 2 5/16" x 3 5/8"



**BANNER AD**  
Horizontal: 7 1/2" x 1"

### FORMATS & TECHNICAL SPECIFICATIONS

High resolution PDF files.

Electronic files collected and saved on a CD, DVD or 100MB Zip disk - Mac or PC formats acceptable (Mac format preferred).

Acceptable documents from the following programs:

Adobe InDesign                      • Adobe Photoshop  
Adobe Illustrator                    • Quark Xpress

Screen fonts, printer fonts and high resolution graphic files must be saved on the disk. Must include color proof for accuracy.

### UNACCEPTABLE FORMATS:

Word documents, JPGs. Powerpoint, Microsoft Publisher, or CorelDraw files.

Ads that need corrections and/or technical modifications for any reason. We will refer you to a list of graphic designers who can help you.

The Apex Chamber is not responsible for quality of ad if improper artwork is submitted. No refunds will be given for unacceptable ads if a proper ad is not submitted by deadline.

### ARTWORK DELIVERY INSTRUCTIONS

**Final artwork (less than 10 MB) may be sent by email to the Apex Chamber of Commerce at [sue@apexchamber.com](mailto:sue@apexchamber.com).** Any artwork that exceeds 10 MB may be provided to us on a disc-based media, and dropped off at the Apex Chamber of Commerce at 220 N. Salem Street in downtown Apex. Please call **362-6456** for more information.