



OUTLOOK Newsletter *Advertising Opportunities*

- More than 1750 newsletters mailed directly to the membership each month. All are potential customers in greater Williamsburg.
- Three convenient and affordable ad sizes from which to choose.
- Ad costs range from \$110 for a quarter page to \$370 for a full page. Ads can be black and white or color.
- Deadline to place ads is the **10th of the month prior to distribution.** Please do not miss these advertising opportunities.

Call Alicia Braxton at (757) 229-6511 ext.236 to place your ad or receive more information.

Greater Williamsburg Chamber & Tourism Alliance OUTLOOK Newsletter Advertising Contract

11/30/07

Company Name: _____
Billing Address: _____
Phone: _____ FAX: _____ Email: _____
Authorized Representative (please print): _____

Advertiser agrees to the following terms and conditions relating to advertising in the OUTLOOK newsletter:

Ad Size	Black & White Rates	Color Rates	Ad Specifications
<input type="checkbox"/> Full Page	\$270	\$370	7½" w x 10" h
<input type="checkbox"/> Half Page	\$160	\$260	7½" w x 4⅞" h or 3⅝" w x 10" h
<input type="checkbox"/> Quarter Page	\$110	\$210	3⅝" w x 4⅞" h

This contract/ad is in effect on the following issues (please check month(s) and indicate year below):

___ January 200 ___	___ April 200 ___	___ July 200 ___	___ October 200 ___
___ February 200 ___	___ May 200 ___	___ August 200 ___	___ November 200 ___
___ March 200 ___	___ June 200 ___	___ September 200 ___	___ December 200 ___

Disclaimer: The information printed in OUTLOOK newsletter is based solely on material received from our member businesses. The Greater Williamsburg Chamber & Tourism Alliance is not responsible for the accuracy of that information. The reader is encouraged to inquire to the specific business as to the accuracy of the information including errors, changes and omissions.

Hold Harmless Provision: In consideration of being included in the OUTLOOK newsletter, the member business submitting this contract agrees and promises to hold harmless the Greater Williamsburg Chamber & Tourism Alliance from any and all liability including without limitation attorney's fees and costs arising out of errors or omissions contained in the information.

All cancellations of contracted ads must be submitted to the Alliance **in writing** no later than the first day of the month previous to the scheduled contracted month of publication. Cancellations not received within this time frame are subject to a contract penalty fee.

Advertiser agrees to all terms and conditions specified in the OUTLOOK ADVERTISING RATES - FORMAT sheet

AUTHORIZED REPRESENTATIVE:

Advertiser's Signature

Print Name

Date

Fax signed contract to 757-229-2047

Please call Alicia Braxton, Greater Williamsburg Chamber & Tourism Alliance at 757-229-6511 if you have any questions.

OUTLOOK

ADVERTISING RATES & FORMAT

4/18/07

Ad Size	Ad Specifications	Black & White Rates	Color Rates
Full Page	7½" w x 10" h	\$270	\$370
Half Page	7½" w x 4⅞" h or 3⅝" w x 10" h	\$160	\$260
Quarter Page	3⅝" w x 4⅞" h	\$110	\$210

ADVERTISING DEADLINE / CIRCULATION:

The OUTLOOK newsletter is published monthly by the Greater Williamsburg Chamber & Tourism Alliance. It is offset printed and the overall size is 11" x 17". More than 1,700 newsletters are mailed directly to the Alliance membership each month. All are potential customers in Greater Williamsburg. OUTLOOK is published on or about the first day of each month and is distributed by third class mail.

ADVERTISING CONTRACT:

Terms and Conditions: Payment is due by the 15th of the month following publication. No further ads will be run until account is paid in full. All cancellations of contracted ads must be submitted to the Alliance **in writing** no later than the first day of the month previous to the scheduled contracted month of publication. Cancellations not received within this time frame are subject to a contract penalty fee. Advertisers are protected against rate increases until the expiration of the current rate contract.

The Greater Williamsburg Chamber & Tourism Alliance reserves the right to reject any advertising material not meeting the standards and policies of the Alliance.

Disclaimer: The information printed in OUTLOOK newsletter is based solely on material received from our member businesses. The Greater Williamsburg Chamber & Tourism Alliance is not responsible for the accuracy of that information. The reader is encouraged to inquire to the specific business as to the accuracy of the information including errors, changes and omissions.

AD FORMAT

Format: Save as a pdf file with the resolution 300dpi or higher. Must be done on a Laser Printer with 300dpi screens or higher ONLY. If done on an Inkjet or Bubblejet printer – screens NOT accepted

Color Ads: Save as a pdf file with the resolution 350dpi or higher. Must be done on a Laser Printer with 350dpi screens or higher only. Prefer CMYK mode.

Email: Must be saved as a **pdf file**. Email ads to the following:

Alicia Braxton - braxton@williamsburgcc.com.

All black and white ads need to be sent in grayscale.

DEADLINE DATES TO SUBMIT ADS FOR NEWSLETTER

Deadline for January 2009 NOON - December 10 th	Deadline for April 2009 NOON - March 10 th	Deadline for July 2009 NOON - June 10 th	Deadline for October 2009 NOON - September 10 th
Deadline for February 2009 NOON - January 9 th	Deadline for May 2009 NOON - April 10 th	Deadline for August 2009 NOON - July 10 th	Deadline for November 2009 NOON - October 9 th
Deadline for March 2009 NOON - February 10 th	Deadline for June 2009 NOON - May 8 th	Deadline for September 2009 NOON - August 10 th	Deadline for December 2009 NOON - November 10 th

Advertising in OUTLOOK is restricted to Alliance members only