



# THE INTERNATIONAL SELKIRK LOOP

## 2012 ADVERTISING INSERTION ORDER & CONTRACT

**Company** \_\_\_\_\_ **Date** \_\_\_\_\_

**Represented by** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Address** \_\_\_\_\_ **Phone** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Email** \_\_\_\_\_ **Website** \_\_\_\_\_

**Travel Guide**    New Ad [Provided]    New Ad [We Design]    Pick Up ad [No Changes]    Pick Up ad [with Changes]

**Ad Size** \_\_\_\_\_    Vert    Horz

**Travel Map**    New Ad [Provided]    New Ad [We Design]    Pick Up ad [No Changes]    Pick Up ad [with Changes]

**Ad Size** \_\_\_\_\_    Vert    Horz    Mapside or  Backside   **Category** \_\_\_\_\_

**Web**    Home page    Secondary Page   **Placement** \_\_\_\_\_

**Start Date** \_\_\_\_\_ **End Date** \_\_\_\_\_

**Notes:**

**AUTHORIZATION:**

\_\_\_\_\_

**ISL REP**

**Date** \_\_\_\_\_

\_\_\_\_\_

**COMPANY REP**

**Date** \_\_\_\_\_

<b>Ad Price (price per insert )</b>	\$ _____
	\$ _____
	\$ _____
<b>SUB TOTAL</b>	\$ _____
Multi-Publication Discount (5%)	\$ _____
Returning Advertiser Discount (5%)	\$ _____
<b>SUB TOTAL</b>	\$ _____
HST 12% (CDN orders)	\$ _____
<b>TOTAL</b>	\$ _____
<b>Deposit Due</b>	\$ _____
<b>Balance Due*</b>	\$ _____

\*Balance is DUE UPON PUBLICATION. Past due accounts are levied a finance charge of 1.5% per month, minimum charge \$5. Publisher's liability of errors is limited to the portion of space occupied by error.



# THE INTERNATIONAL SELKIRK LOOP

## ARTWORK SUBMISSION INSTRUCTIONS

### 2012 Publication and Closing Dates

Publication	Space reservations	Camera ready ad materials	Publication Date
TRAVEL GUIDE	Nov. 18, 2011	Dec. 2, 2011	Jan. 12, 2012
TRAVEL MAP	Jan. 20, 2012	Jan. 27, 2012	Feb. 17, 2012

**Where to send:** Keokee Creative Group / 405 Church St / Sandpoint, ID 83864

**Where to email:** isl@keokee.com – Indicate “Selkirk Loop Ad” in subject line. Maximum 10 MB per email.

**Format accepted:** PDF files prepared in InDesign, Quark Xpress, Photoshop or Illustrator. Scans should be CMYK tiffs or eps at 300 dpi. All fonts and linked images must be included.

**Questions regarding digital ad submissions:** Designer Laura White at laura@keokee.com or call 208-267-3573 ext. 113 OR Carol Graham from the Selkirk Loop.

**Changes to existing ad or creating new ad costs:** Designer time \$75/hr. with a ½ hr minimum which usually takes care of small changes within an existing ad. Proofs will be sent from Laura if changes are made. New ads depend on how many changes you require; average is 1-2 hrs.

You will be billed separately by Keokee Creative for this service after you approve your ad proof.

**Terms of Contract:** All advertising material is subject to Publisher’s approval. It is the responsibility of Advertiser to provide ads that meet Publisher’s mechanical specifications. The International Selkirk Loop will use its best efforts to accurately produce each publication. Advertisers agree to indemnify and hold the publisher harmless against all loss, liability and expense associated with all aspects of printing and publishing of its advertisement. A 50% deposit of the total cost of the advertisement shall be due upon signature of this contract. The remaining 50% will be billed on a net 30 term. A 1.5% service charge will be assessed on all balances 30 days delinquent past publication date. At the discretion of the publisher, the advertiser may be required to pre-pay for advertising until credit is established.

**Cancellation Policy:** Once this insertion order is signed by the advertiser or advertiser’s agent, cancellations are not accepted. A signed advertising insertion order represents the advertiser’s commitment to pay for space reserved. No refund of any kind will be made.

Advertiser Acceptance X \_\_\_\_\_ Date \_\_\_\_\_

We accept Visa / MC \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_ 3 Digit code on back \_\_\_\_\_

**Mail or Fax signed agreement to: International Selkirk Loop**

**U.S. Address:** PO Box 920, Bonners Ferry, ID 83805

Tel. 888-823-2626 • 208-267-0822 / Ph & Fax

**Canadian Address:** PO Box 2079, Creston, BC V0B 1G0

Tel. 888-823-2626 • Fax 208-267-0822