

The Cultural Traveler

2011 ADVERTISING CONTRACT / INSERTION ORDER – Fax to 636-590-2866

Contact Information:

COMPANY/ORGANIZATION _____

CONTACT _____

ADDRESS _____

CITY _____ STATE / PROVINCE _____

ZIP / POSTAL CODE _____ COUNTRY _____

PHONE _____

FAX _____

E-MAIL _____

WEB SITE _____

Production Information:

PRODUCTION CONTACT _____

PHONE _____

E-MAIL _____

Net Rate: All rates are Net. No other discounts apply

AD RATE: \$ _____ TOTAL AMOUNT DUE: \$ _____

Payment Method: (Payments for each ad due upon publication. Invoices will be mailed with tear sheets. Advance payment also accepted.)

Will pay on receipt of invoice

Check Enclosed (payable in US dollars to **US Cultural & Heritage Tourism Marketing Council LLC, 1308 Westhampton Woods Court, Chesterfield, MO 63005**)

Visa MasterCard American Express (Charges will appear on your statement as **Shop America**)

CARD NUMBER: _____

EXPIRATION DATE: _____

CARDHOLDER NAME: _____

CARDHOLDER SIGNATURE: _____

ACCEPTED AND APPROVED BY:
NAME/Signature _____

Date: _____

Sales Account Executive:

Dianne Giliforte: CulturalDianne@gmail.com, 905-871-3992

Deborah Bryant: CulturalDeborah@verizon.net, 301-638-1224

Corinne Lagoy: CulturalCorinne@gmail.com, 571-338-0355

Please check all that apply:

Issue

Reservation Due:

2011

September 17, 2010

Ad Size:

Outside Back Cover \$5000

Inside Front Cover \$2995

Inside Back Cover \$2995

Full-page Advertorial \$2295

Full-page Display Ad \$2295

Full-page Advertorial \$1995*

Full-page Display Ad \$1995*

* MSA, USCHT or SAA members

or Multiple page advertisers

Authentic America full page \$1995

Authentic America half H \$1200

Ad Material Due Dates:

Advertorial Material: September 24

Display Ad Material: September 30

Shipping Date: December 1

Artwork Information:

All Display ads must be provided in a digital format. Acceptable programs include: Macintosh Quark, Photoshop, Illustrator or PDF files. All images must be 300 dpi or greater. Disks / CDs should include both screen and printer fonts. A Matchprint or a laser proof must accompany all ads. Please call Cindy Pike at (503) 726-4960 for a more complete digital file checklist. **Email**

Cindyp@skies.com for production assistance

FTP Address:

Server / Host: ftp.skies.com

User Name / User ID:

ads@skies.com

Password: skiesads

Path / Directory: TheCulturalTraveler

*Please do not include spaces or symbols other than underscores in file names.

You must notify cindyp@skies.com after your files have been transferred.

**FTP access not available through Internet. Search Internet for FREE FILE TRANSFER or FTP software.

The Cultural Traveler Advertising Policies

The Cultural Traveler guidebook is developed for the benefit of Museum Store Association (MSA), American Association of Museums, Shop America Alliance and US Cultural & Heritage Tourism Marketing Council (USCHT) members, affiliates, leading travel destinations and the cultural commerce industry, and cultural and heritage travelers to advance the success of cultural and heritage tourism. MSA and USCHT reserve the right to reject, omit or cancel any advertisement that conflicts with its mission.

This contract constitutes an agreement between the US Cultural & Heritage Tourism Marketing Council LLC and the advertiser.

1. All advertising is subject to MSA and USCHT approval.
 2. Verbal insertions are not accepted.
 3. Liability for error will not exceed the ad rates for the ad in question.
 4. MSA and USCHT will be held harmless from any liability arising from the possible loss or damage to any and all elements supplied for the purpose of reproduction for advertisements.
 5. Display Advertisements that are not in the appropriate electronic format will incur composition and / or production charges, which will be billed to the advertiser at current market rates. Line art and laser submittals are unacceptable.
 6. All display advertisers must supply an accurate proof (Matchprint or Chromalin) by the artwork deadline.
 7. There are no agency commissions.
 8. With the exception of the covers, ad position is not guaranteed. The publisher will make every effort to meet position requests but assumes no obligation to meet those requests.
 9. The advertiser and the advertising agency agree to hold harmless the publisher from any and all loss, cost, liability or expense arising from the cost of defending the total content of any advertisements printed, including the printing of any photographs, trademarks or other copyrighted material.
 10. Cancellations: Written notice of cancellation must be received by the reservation deadline of September 4, 2009.
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11. It is the advertiser's responsibility to ensure that the ad dimensions are correct. Dimensions for all ad sizes are listed below.
 12. Space is available on a first-come, first-served basis. Make space reservations as early as possible.
 13. All content and images from The Cultural Traveler guidebook will also be posted online through several websites including TheCulturalTraveler.com, USCHT.com and Museum-Store.travel. Advertiser grants publisher permission for online distribution of all content.

Advertorial Page, production included:

Please follow the advertorial format in 2009 The Cultural Traveler, available online at TheCulturalTraveler.com. and provide up to 250 words of copy along with up to 5 high res images and your logo. Include complete address, phone, website. Copy may be edited for format. You will receive a proof for approval. Send all copy and images to CindyP@skies.com and load images to the Skies FTP site as noted on the page one of this document.

Mechanical Specifications: (in inches)

Trim Size	8 1/8 x 10 7/8
Bleed	8 3/8 x 11 1/8
Live	7 3/8 x 10 1/8
Full Page.....	7 3/8 X 10 1/8



Sales, Billing and Distribution:
 US Cultural & Heritage Tourism Marketing Council LLC
 Phone: 843-341-6392 • Fax: 636-590-2866
 www.TheCulturalTraveler.com



Production and Printing: Skies America
 9655 S.W. Sunshine Ct., Ste. 500 • Beaverton, OR 97005
 Phone: (503) 520-1955 • Fax (503) 520-1275
 CindyP@skies.com